

2004 Community Action Kit

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I. *Pick Your Path to Health* Campaign Background

This section is an introduction to the *Pick Your Path to Health* campaign, the health principles and initiatives it is based upon, the purpose of the campaign, and relevant health facts about its targeted audience (African American women, Latinas, Asian and Pacific Islander women, American Indian and Alaska Native women, women who live in rural areas, and women with disabilities).

Overview of Campaign

Pick Your Path to Health is a nationwide, community-based campaign sponsored by the Department of Health and Human Services' Office on Women's Health. The goal is to help women take simple and time-sensitive steps to improve their health and provide tools for local communities to promote practical, culturally relevant action steps to wellness. The campaign recognizes that women of the new millennium are confronted with numerous challenges—from the demands of home and family to the pressures of work—and suggests specific, life-oriented action steps in an effort to ease the path to better health.

Minority Focus

Pick Your Path to Health encourages health awareness among all women and specifically focuses on health issues as they relate to African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities—all who are at a higher risk for many diseases.

Women's Health Issues

Pick Your Path to Health is adopted from Healthy People 2010—the Government's comprehensive set of health objectives aimed at reducing the existing health disparities between minority and white women over the first decade of the new century. Ten major health issues or leading health indicators for the Nation were identified. The 2004 monthly themes of the *Pick Your Path to Health* campaign are based on these health indicators.

January—Spirituality
February—Weight Management
March—Physical Activity
April—Alcohol Use
May—Mental Health
June—Responsible Sexual Behavior
July—Drug Abuse
August—Health Care Access
September—Prevention
October—Violence Prevention
November—Tobacco Use
December—Family

Overview of Campaign

Culturally Appropriate Materials

The campaign delivers workable health messages called “action steps” through six 12-month pocket planners addressing the health needs and concerns of African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural communities, and women with disabilities. The planners offer action steps for each week and emphasize the importance of making small changes to improve women’s health. They also contain general health information, places to record health information, and various health resources. Other campaign materials include posters, community action kits, and a listserv that provides weekly action steps by e-mail.

Dedicated Partners

The campaign is supported by more than 100 national partners that help to spread campaign messages to communities and women across the Nation. The campaign also has media partners that help to spread campaign messages through placement of *Pick Your Path to Health* information in diverse community newspapers across the country.

Monthly Themes and Action Steps

All Women

January—Spirituality: Find the strength within.

- Make a list of 10 victories you can celebrate in your life.
- Measure success by how much health, peace, and joy you have.
- Reward yourself for all you do.
- Take a moment to celebrate your spirit.

February—Weight Management: Vital for long-term wellness.

- Try healthy snacks. Refuel with a glass of low-fat milk or a piece of fruit.
- Carry a water bottle with you every day and refill it at least three times.
- Burn some of the calories you take in—exercise can help you lose weight.
- Eat five servings of fruits and vegetables a day. Dried fruits count!
- Make a low-calorie shopping list.

March—Physical Activity: Stay active. Live longer.

- Treat your family to some time at a community recreation facility.
- Start to exercise gradually and work your way up.
- Start your spring cleaning early; it's a great way to exercise.
- Take the stairs instead of the elevator or escalator.

April—Alcohol Use: Know your limits.

- Resist the pressure to serve alcohol. Host an alcohol-free party.
- Volunteer to be the designated driver.
- Don't get in a car if the driver has been drinking alcohol, no matter who they are.
- If you may be pregnant, don't drink. Alcohol can harm your baby even before you know you're pregnant.
- Be aware of how many drinks you have—if you can't stop when you want to, get help.

May—Mental Health: Lower your stress.

- Have one good belly laugh today.
- Take 15 minutes for yourself each day.
- If you're feeling overwhelmed, ask for help.
- Get together with friends to cry, laugh, and support each other.
- Don't be afraid to seek counseling.

Monthly Themes and Action Steps

All Women

***June*—Responsible Sexual Behavior: Think before you act.**

- Don't be afraid to say "no!" It's your body and your life.
- You don't need symptoms to be sick. Get tested for sexually transmitted diseases (STDs).
- Put the "he" into health. Ask about your partner's sexual history.
- Listen to your instincts. If it doesn't feel right, it probably isn't.

***July*—Drug Abuse: Use and you lose.**

- Don't experiment—you can become addicted even the first time.
- Protect your health and your future. Drugs can damage your body and ruin your relationships.
- Follow your doctor's instructions when taking any medication. Misuse can be dangerous.
- Call Narcotics Anonymous at 1-818-773-9999 to help or get help from your local chapter.
- If you're taking prescribed medication, ask your doctor before taking any other medication or herbal supplements.

***August*—Health Care Access: Your health matters.**

- Schedule routine check-ups for your family.
- Ask your local clinic about free or low-cost mammograms and Pap smears.
- Need a babysitter? Don't let that stop you from seeing your doctor. Turn to community groups for help.
- Get better results from your provider. Ask questions and expect answers.
- Call 1-800-KIDS-NOW to learn about low-cost health insurance.

***September*—Prevention: It's better than a cure.**

- Eat a well-balanced diet rich in calcium and vitamin D—it can help prevent osteoporosis.
- Ask your local pharmacist where to get a flu shot.
- If you are over 40, ask your doctor about mammograms.
- Schedule your Pap test and pelvic exam.

***October*—Violence Prevention: Empower yourself.**

- Make a list of safe places you can go to protect yourself from abuse.
- Empower yourself! Sign up for a self-defense class.
- Keeping abuse a secret does not help anyone. Call 1-800-799-SAFE.
- Help a friend in danger.

Monthly Themes and Action Steps

All Women

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Find a support program in your community to help you stop smoking. Call 1-800-994-WOMAN.
- If you haven't started smoking, don't start.
- Create a no-smoking rule in your house.
- Ask your health provider about methods to help you quit smoking.

December—Family: Get support from those who care.

- Plan a “funny family story night” and take turns being silly.
- Invite your child's friends over for a get-acquainted party.
- Make bedtime a set time for kids each night. You'll have more time to relax.
- Start a new family tradition—focus on health.

Monthly Themes and Action Steps

African American Women

January—Spirituality: Find the strength within.

- Every day, think of something you are grateful for.
- Focus on the strengths, not the faults, of others.
- Write in your calendar one positive thing about each day.
- Think of something you have done to help someone.
- Gather a collection of your favorite inspirational words or natural wonders.

February—Weight Management: Vital for long-term wellness.

- Set practical short-term and long-term weight goals.
- Keep a bottle of water with you all day and refill often.
- When eating out, select foods that are steamed, broiled, baked, or grilled.
- Select a mix of colorful fruits and vegetables each day.
- Have low-fat, low-sugar snacks on hand to combat hunger and prevent overeating.

March—Physical Activity: Stay active. Live longer.

- Put on your favorite music and dance.
- If possible, take the stairs to use a restroom on a different floor.
- Take a walk during your mid-morning, lunch, and mid-afternoon breaks.
- Climb stairs either inside or outdoors for a sure-fire aerobic treat.
- Encourage your family and friends to support and join you in your activities.

April—Alcohol Use: Know your limits.

- If you can't wait to have your first alcoholic drink of the day, consider getting counseling.
- Substitute non-alcoholic versions of drinks.
- Don't drink and drive, or ride in a car if the driver has been drinking.
- Don't be pressured to drink more alcoholic beverages than you should.
- Know the warning signs of alcoholism. Read them on the next page.

May—Mental Health: Lower your stress.

- Soak worries away in a warm bath. Light a candle and add scented bath products.
- Take a nap. Put aside your worries and regain strength.
- Love yourself unconditionally. Forgive yourself and move forward.
- When things get overwhelming, take a moment to breathe deeply and meditate.

Monthly Themes and Action Steps

African American Women

- If you feel sad all the time, call the National Mental Health Information Center at 1-800-789-2647.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

July—Drug Abuse: Use and you lose.

- Take medications only as directed by your doctor or pharmacist.
- Talk to your children, family, and friends about drugs.
- Don't experiment with drugs. One experience can get you hooked!
- Set a good example. Your children will follow your behavior, not just your explanation.
- To learn the warning signs of drug addiction, visit www.drugabuse.gov.

August—Health Care Access: Your health matters.

- Before your medical appointment, make a list of questions you want to ask your doctor.
- Look for health information and screenings in your community.
- Call 1-877-KIDS-NOW to learn about free or low-cost health insurance for your family.
- If you feel that your doctor is not taking your concerns seriously, get a second opinion.
- Learn your rights as a patient from your health care provider or local health clinics.

September—Prevention: It's better than a cure.

- Talk to your doctor about what vaccinations you and your family need.
- Keep a complete record of your immunizations.
- Always wear your seatbelt when in a moving vehicle.
- Get a flu shot once a year to help protect yourself against the flu.
- Wash your hands often, especially when you are near others who are sick.

Monthly Themes and Action Steps

African American Women

October—Violence Prevention: Empower yourself.

- Avoid walking alone at night. Ask a friend to walk you home or to your car.
- Protect yourself. Sign up for a self-defense class, such as karate or Tae Kwon Do.
- Don't accept abuse. Get help from friends, a health care provider, or local women's shelter.
- Never accept a drink from a stranger or leave your drink unattended.
- Role play with children about potentially dangerous situations and practice ways to respond.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Pick a "quit" date and stick to it.
- As you quit, set aside the money you saved and buy yourself something special.
- Identify situations when you are most likely to smoke and try to cut back.
- Help a family member or friend quit smoking.
- Talk with your children about the dangers of smoking.

December—Family: Get support from those who care.

- Call a relative you haven't spoken to in a while just to catch up.
- Turn off the television. Talk, play games, or read together instead.
- Create new family traditions and rituals that make being together more special.
- Let go of old gripes. Focus on the present and the future, not the past.
- Stay involved in your children's education. Join the PTA.

Monthly Themes and Action Steps

American Indian and Alaska Native Women

January

Man Moon - Solitude

- Dig out an old fear and throw it away; contemplate a healthier approach to life.
- Help those around you who need it—clear the snow from their path, or fix a loose step.
- Teach your children to respect their bodies and their spirit, it will keep them safe.
- Keep your heart strong, take a walk with a friend.
- Make a hearty “Surprise” soup with leftover turkey bones, and freeze some for later.

February

Wind Big Moon - Introspection

- Fill your spirit with beautiful memories of times past, and share them with someone special.
- Promise yourself to eat less fat this week. Include plenty of fruits and vegetables.
- Get some neighbor kids and adults together for a round dance in the park or in the snow.
- Rekindle that sense of pride—start a journal about your family.
- Relax—close your eyes and sit quietly. Listen to your heartbeat drum.

March

Ash Moon - Understanding

- When you go walking, breathe in Mother Earth. Think of balance.
- Start seedlings of your favorite vegetables in a sunny window for this year’s garden.
- Look at life through your kids’ eyes. Treat them as the precious gifts they are.
- Share the health. Gather your friends for a potluck of traditional foods.
- Practice understanding with a frustrated coworker. Be supportive and an active listener.

April

Planting Moon - Regeneration

- All life is starting up again. You can grow again too, this time from the inside out.
- Spread the chores around to each family member.
- Take your muscles out for a stretch—go bicycling with a friend.

Monthly Themes and Action Steps

American Indian and Alaska Native Women

- Talk to your health counselor about safe relations.
- Give thanks for our Elders. Through them, the Circle is unbroken.

May

Corn Planting Moon - Acceptance

- Step out from the shadow of those in your way and follow your own path.
- Walk in courage, honesty, humility, and generosity. These are the warriors' paths.
- Try out a new fruit salad recipe.
- Skip rope for a healthy heart. Don't know how? Ask your children to teach you.
- Sit with an Elder in the sunshine. Let her teach you respect for yourself and all things.

June

Corn Tassel Coming Out Moon - Listening

- If what your date wants sounds wrong, it's wrong and let your heart say "No."
- Practice active listening with your children. Their simple words hide intricate meaning.
- Think fresh air and exercise. Take the family berry picking.
- Save the family from accidents. Check your house for loose boards and sharp nails.
- Healing Circles are places to listen, to be heard, and to be healed. Find one and live.

July

Sun House Moon - Passion

- Engage your passionate side, volunteer at the local friendship center or Elder home.
- Attend your tribal Pow Wow. Renew old ties and make new ones.
- Honor the ancestors with a traditional meal. You'll be honoring yourself, too.
- Celebrate the love in your house with a giveaway.
- If you choose intimacy with the right person, both of you will appreciate being tested for STDs and HIV first.

August

Lake Moon – Change

Monthly Themes and Action Steps

American Indian and Alaska Native Women

- Life is lived in the space between events. Is your life where you want it to be?
- Make one change for heart health. Try baking instead of frying.
- Educate others about your culture—volunteer to tell stories at your local school.
- Make sure you and your family’s immunizations are up-to-date. Visit your doctor.
- Make a change from sugared drinks to non-sugared. Your teeth will thank you.

September

Corn Ripe Moon - Awareness

- Find a quiet, green place and pray to the four directions.
- Take time to savor your food. What you eat can prevent obesity and diabetes.
- Open your eyes and ears to signs of abuse, if you feel someone near is suffering, there are counselors who can help.
- Take an Elder out for appointments and shopping.
- Try catching the kids doing something good. Let them know you noticed in a special way.

October

Leaves Falling Moon - Respect

- Take time to thank each person who helps you through your day.
- Visit your relatives. Let them know how much you appreciate them.
- Find a place to jog or power walk. Start out slowly and work your way up.
- Start a routine of regular family meetings, and involve healthy food.
- Think about starting a healing circle if domestic violence is an issue in your community.

November

Corn Depositing Moon - Mortality

- To be mortal is to embrace each day’s purpose. Are you thinking too far ahead?
- Visit the place where your ancestors rest. Take the kids and tell them ancestor stories.
- Concentrate on all that you have; make two lists: “I need” and “I want.” Which one is longer?
- Live each day as if it were your last one. Then you’ll be ready when the last one comes.

Monthly Themes and Action Steps

American Indian and Alaska Native Women

- To make mistakes is to be truly alive. To learn from them is to gain real wisdom.

December

Night Fire Moon - Suffering

- From suffering learn compassion. Heal yourself and others with compassion.
- Think about preventing illness and suffering by embracing better ways to live.
- Pain is your body's way of telling you to seek help. Find the right place to get good medical care.
- If you could turn back time, what lifestyle changes would you make to prevent suffering?
- Be a friend that makes a difference; make sure she doesn't drink and drive.

Monthly Themes and Action Steps

Asian and Pacific Islander Women

January—Spirituality: Find the strength within.

- Take a class in a subject that interests you, such as dance or art.
- Always keep a positive attitude.
- Keep a journal. Write down how you feel every day.
- Begin or end your day with a five-minute meditation.
- Take part in your community's volunteer work—it can enrich your life as well as your heart.

February—Weight Management: Vital for long-term wellness.

- Have breakfast every day. Try topping your cereal with fruit.
- Select a mix of colorful vegetables each day to get the nutrients your body needs.
- Switch from whole milk to 1 or 2 percent or skim milk.
- Use nonstick pans or cooking spray rather than oil or butter.
- Celebrate the lunar calendar New Year with a healthy and balanced diet.

March—Physical Activity: Stay active. Live longer.

- Choose a new sport or activity, and be physically active at least five times a week.
- Take the stairs instead of the elevator.
- Walk down the hall instead of using the phone or e-mail.
- Get up and move around during TV commercial breaks.
- Go for a walk with your family or friends after dinner at least twice each week.

April—Alcohol Use: Know your limits.

- Find a designated driver. Don't ride with someone who has been drinking.
- Consult your health care provider if a family member drinks a lot at home.
- Know the signs of alcoholism. Read the warning signs on the next page.
- Don't be pressured to drink more than you should.
- To learn more about alcohol or drug problems, visit www.niaaa.nih.gov.

May—Mental Health: Lower your stress.

- Break large tasks into smaller ones. Set priorities and do what you can.
- Refresh your body and mind with a relaxing activity, such as a massage or walk.
- Learn to play. Find pastimes, such as gardening, to escape from the pressures of life.
- Start your day with a smile. Tune into positive messages.

Monthly Themes and Action Steps

Asian and Pacific Islander Women

- If you feel depressed, call the National Mental Health Information Center at 1-800-789-2647.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

July—Drug Abuse: Use and you lose.

- Take prescription drugs only as directed by your physician.
- Trust your instincts. If you think a family member is using drugs, don't look the other way.
- Using drugs harms you and the ones who love you—don't start.
- Don't experiment—you can become addicted even the first time.
- Watch out for symptoms of drug abuse. To learn more, visit www.drugabuse.gov.

August—Health Care Access: Your health matters.

- Schedule your routine health checkup today.
- If you don't understand what your doctor is saying, speak up.
- When making a medical appointment, ask about availability of translation services.
- Attend free health screenings offered by your community health centers.
- Look for health information and screening opportunities in your neighborhood.

September—Prevention: It's better than a cure.

- Talk to your doctor about what vaccinations you and your family need.
- Consult your doctor about anemia, and consider taking iron supplements.
- Talk to your doctor about your risk for diabetes.
- Have your blood pressure and cholesterol checked to help reduce the risk of heart disease.
- Make sure you and your family get flu shots before flu season begins.

Monthly Themes and Action Steps

Asian and Pacific Islander Women

October—Violence Prevention: Empower yourself.

- Protect yourself. Sign up for a self-defense class, such as karate or Tae Kwon Do.
- If you find yourself in an abusive relationship, seek help.
- Develop a safety plan to be used in emergencies. See the next page for details.
- Don't ignore violence around you or wait for it to go away.
- Visit www.atask.org for information in your language about domestic violence.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Identify situations when you are most likely to smoke and try to cut back.
- Refuse to be a victim of second-hand smoking—make your home smoke-free.
- Educate your child on the harmful effects of smoking.
- Don't give up. If you go back to smoking, pick another quit date and get family support.
- When you quit, throw away all of your cigarettes, lighters, matches, and ashtrays.

December—Family: Get support from those who care.

- Make dinnertime a time to hear about your family's day.
- Make Sunday a "Family and Friends Day," and plan a fun group activity.
- Learn to show love for your family in small ways.
- Listen to your partner's concerns. Your support matters.
- Explore your heritage. Connect with your family by celebrating your shared past.

Monthly Themes and Action Steps

Latinas

January—Spirituality: Find the strength within.

Enero—Espiritualidad: Halle la fuerza dentro de sí misma.

- Keep your spirit free from gossip and rumor.
Mantenga su espíritu libre de chismes y rumores.
- Celebrate your traditions.
Celebre sus tradiciones.
- Go for walks with your friends or family.
Vaya de paseo con sus amigos o familiares.
- Write down your thoughts in a journal.
Anote sus pensamientos en un diario.
- Learn to truly love yourself!
¡Aprenda a amarse a sí misma verdaderamente!

February—Weight Management: Vital for long-term wellness.

Febrero—Control del Peso: Vital para el bienestar de la salud a largo plazo.

- Find nutritious meals at ethnic restaurants.
Descubra comidas nutritivas en los restaurantes étnicos.
- Fill a bowl with fruits and eat them throughout the week.
Llene un recipiente con frutas y cómalas durante la semana.
- Write down everything you eat for a week.
Anote todo lo que come durante una semana.
- Stay away from pills that promise to help you lose weight.
No tome píldoras que prometan ayudarlo a adelgazar.
- Try not to skip meals.
Trate de no saltarse ninguna comida.

March—Physical Activity: Stay active. Live longer.

Marzo—Actividad Física: Manténgase activa. Viva más tiempo.

- Make a year-long exercise plan.
Haga un plan de ejercicio para todo el año.
- Ease into an exercise routine.
Comience una rutina de ejercicio de forma gradual.
- Seek motivation to stay physically active.
Busque la motivación para mantenerse activa físicamente.
- Invite your children to join you when exercising.
Invite a sus niños a hacer ejercicio con usted.
- If you sit at work all day, get up and walk around often.
Si está sentada en el trabajo durante todo el día, levántese y camine con frecuencia.

Monthly Themes and Action Steps

Latinas

April—Alcohol Use: Know your limits.

Abril—Uso de Alcohol: Conozca sus límites.

- Try not to drink excessively during holidays.
Trate de no beber en exceso durante los días festivos.
- For an alcohol-free party, add carbonated water to fruit drinks.
Para una fiesta sin alcohol, añada agua gaseosa a los jugos.
- Don't ride in a car if the driver has been drinking.
No viaje en automóvil si el conductor ha estado tomando bebidas alcohólicas.
- Give support to a loved one trying to give up alcohol.
Muestre su apoyo a un ser querido que esté tratando de dejar el alcohol.
- For help with alcohol problems, call 1-800-662-4357.
Para ayuda con problemas de alcohol, llame al 1-800-662-4357.

May—Mental Health: Lower your stress.

Mayo—Salud Mental: Reduzca el estrés.

- Talk to someone you trust if you feel sad often.
Hable con alguien de confianza si se siente triste a menudo.
- Every once in a while, do something fun for yourself.
De vez en cuando, trate de hacer algo divertido para usted misma.
- Stay active indoors. Stretch or dance to feel energized.
Manténgase activa dentro de la casa.
- Use this calendar to schedule fun “dates” with your friends.
Use este calendario para marcar las fechas de salir a divertirse con sus amigas.
- Make a list of your family's activities and set priorities.
Haga una lista de las actividades de su familia y dé prioridad a las mismas.

June—Responsible Sexual Behavior: Think before you act.

Junio—Comportamiento Sexual Responsable: Piense antes de actuar.

- Don't be pressured into having sex if that's not what you want.
No se sienta presionada en tener relaciones sexuales si no lo desea.
- If you choose to become sexually active, know your partner's sexual history.
Get tested for STDs and ask your partner to do the same.
Si decide estar sexualmente activa, conozca los antecedentes sexuales de su pareja. Háganse ambos la prueba de enfermedades transmitidas sexualmente.
- Ask your doctor about responsible sexual behavior.
Pregunte a su médico sobre comportamiento sexual responsable.
- Seek counseling if you or someone you know has been sexually abused.

Monthly Themes and Action Steps

Latinas

Busque consejería si usted o alguien que conoce ha sido víctima de abuso sexual.

- Teach your children to respect their bodies and protect their health.
Enseñe a sus hijos a respetar sus cuerpos y a proteger su salud.

July—Drug Abuse: Use and you lose.

Julio—Abuso de Drogas: La adicción le llevará a la perdición.

- To learn more about drug addiction, visit www.drugabuse.gov.
Para más información sobre la adicción de drogas visite www.drugabuse.gov.
- Talk to your children often about not experimenting with drugs.
Hable con sus hijos con frecuencia sobre la idea de no experimentar con drogas.
- Finish all medications as prescribed and stay on schedule.
Acabe todos los medicamentos según lo recetado y tómelos de forma puntual.
- Ask your doctor for help if you think you are addicted to medications.
Pida ayuda a su médico si piensa que está adicta a alguna medicación.
- Consult your doctor before taking any natural remedies.
Consulte con su médico antes de tomar cualquier remedio natural.

August—Health Care Access: Your health matters.

Agosto—Acceso a los Cuidados de la Salud: Su salud es importante.

- Always read the instructions attached to your prescriptions.
Lea siempre el folleto que viene adjunto a sus recetas.
- Look for health information and services in your community.
Busque información y servicios para la salud en su comunidad.
- Call 1-877-KIDS-NOW to learn about free or low-cost health insurance.
Llame al 1-877-KIDS-NOW para más información sobre seguros de salud gratis o de bajo costo.
- When moving, ask your doctor for a copy of your medical records.
Cuando vaya a mudarse a otro lugar, pida a su médico una copia de su expediente médico.
- Ask for translation services if you think you need them.
Solicite servicios de traducción e interpretación si cree que los necesita.

September—Prevention: It's better than a cure.

Septiembre—Prevención: Es mejor prevenir que curar.

- Stay informed about health issues. Visit www.4woman.gov.
Manténgase informada sobre los temas de salud. Visite www.4woman.gov.
- Make all appointments for annual checkups in advance.

Monthly Themes and Action Steps

Latinas

- Haga todas las citas para los chequeos anuales con anticipación.
- Post emergency telephone numbers on your refrigerator.
Fije los números de teléfono de emergencia en su refrigerador.
- Aim for 8 hours of sleep every day.
Trate de dormir ocho horas al día.
- Keep all medications out of children's reach.
Mantenga todos los medicamentos fuera del alcance de los niños.

October—Violence Prevention: Empower yourself.

Octubre—Prevención de la Violencia: Ármese de valor.

- Learn your local police department's nonemergency phone number.
Infórmese del número de teléfono directo de la policía local.
- Seek help if your partner's behavior is abusive.
Solicite ayuda si el comportamiento de su pareja es abusivo.
- Take a self-defense class in your community.
Tome una clase de defensa personal en su comunidad.
- Don't let a volatile temper get out of hand—seek counseling.
No permita que un temperamento volátil salga fuera de control—busque asesoramiento.
- See the next page for tips on developing a safety plan.
Vea la siguiente página para desarrollar un plan de seguridad.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

Noviembre—Uso de Tabaco: Fumar—un alto costo para su VIDA y para su bolsillo.

- Have gum or mints available at home as an alternative to smoking.
Tenga caramelos de menta o goma de mascar disponible en casa como alternativa.
- Invest the money you saved on cigarettes in exercise classes.
Invierta el dinero que ahorró en cigarrillos en clases de gimnasia.
- Visit www.4woman.gov/Quitsmoking for help in quitting.
Visite www.4woman.gov/Quitsmoking para ayuda sobre cómo dejar de fumar.
- Make sure your child's day care programs are smoke-free.
Asegúrese de que el uso de tabaco está prohibido en los programas de guardería de sus niños.
- Keep a list of activities you can do instead of smoking and do one.
Mantenga una lista de actividades que puede hacer en lugar de fumar y haga una de ellas.

Monthly Themes and Action Steps

Latinas

December—Family: Get support from those who care.

Diciembre—Familia: Reciba apoyo de las personas que la quieren.

- Plan a family cooking night so everyone can help.
Planee una noche para que la familia cocine junta de forma que todos puedan ayudar.
- Read a book out loud with your family before going to bed.
Lea un libro en voz alta con su familia antes de acostarse.
- Connect with your family by celebrating your shared past.
Forme lazos de unión con su familia recordando los tiempos pasados compartidos.
- Plan a cleaning session with the entire family.
Planee una sesión de limpieza a fondo con toda la familia.
- Do volunteer work as a family.
Haga trabajo de voluntariado con toda la familia.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

January—Spirituality: Find the strength within.

- Make a New Year's resolution that will improve the quality of your life, and stick to it!
- Focus on the strengths, not the faults, of others. Learn to be more tolerant.
- Write down three positive things about each day.
- Go outside on a clear night and look at the stars.
- Go for a hike and appreciate the natural beauty around you.

February—Weight Management: Vital for long-term wellness.

- Calories count! Keep track of how many calories you take in each day.
- Use alternatives to frying your food—try adding spices to your baked dishes.
- Choose whole grain foods more often, such as whole wheat breads, oatmeal, or brown rice.
- Instead of cake, have a piece of fruit.
- Eat before you get too hungry to avoid overeating or snacking on unhealthy foods.

March—Physical Activity: Stay active. Live longer.

- Aim for 20 minutes of aerobic activity each day, such as walking, jogging, or swimming.
- Get up and move around during TV commercial breaks.
- Instead of talking on the phone with a friend, make a date to walk and talk.
- Spring into the weekends—dance to your favorite music or start a garden.
- Stretch all of your major muscle groups before and after exercise to avoid injuries.

April—Alcohol and Drug Abuse: Destroys families, destroys lives.

- Know your limit. Alcohol doesn't solve problems, it can add to them.
- Volunteer to be the designated driver.
- Drink a glass of water for each alcoholic drink you have.
- Take prescription drugs only as directed by a physician or a pharmacist.
- Using drugs harms you and the ones who love you—don't start.

May—Mental Health: Lower your stress.

- Depression is more common than you think. Learn its warning signs on the next page.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

- Let the warm weather and fresh air help you relax.
- Don't be afraid to ask for help if you feel overwhelmed.
- If you think you may be depressed, call 1-800-789-2647 for help.
- Call your state or county health department for mental health care programs.

June—Responsible Sexual Behavior: Think before you act.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

July—Heat Stress Prevention: Keep it cool.

- Drink at least 8 ounces of water every 20 minutes while working in the heat.
- If you have a mole that changes color or shape, tell your doctor immediately.
- Always wear protective clothing and sunscreen with an SPF of at least 15 when outside.
- During hot weather, don't over-exert yourself or become too tired.
- Know the symptoms of a heat stroke: excessive sweating, fatigue, thirst, and confusion.

August—Health Care Access: Your health matters.

- Offer your neighbors a ride to medical appointments.
- Before your appointment, make a list of questions you want to ask your doctor.
- Call your local VA Hospital for information on transit buses for the elderly and disabled.
- Ask your doctor about free medications for persons with limited income.
- Look for free health information and screening tests in your community.

September—Prevention: It's better than a cure.

- Schedule regular health screenings at the same time each year to help you remember them.

Monthly Themes and Action Steps

Women Who Live in Rural Areas

- Wash your hands often, especially when you are near others who are sick.
- Ask an elderly family member about your family's health history.
- Talk to your doctor about what vaccinations you and your family need.
- Make sure you have a first-aid kit at home or in your car for emergencies.

October—Violence and Injury Prevention: Empower yourself.

- Make sure that outside lights are working. Check locks and entrances.
- Store flammable liquids and poisons in their proper location.
- Make sure that you're not alone when using dangerous equipment like chainsaws.
- Carry your keys as you walk through the parking lot.
- Check well water for bacteria, heavy metals, and pesticides every 6 months.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Identify situations or times when you are more likely to smoke, and try to cut back.
- Chewing tobacco is as addictive and unhealthy as cigarettes. Don't allow either at home.
- Make a pact with yourself not to smoke or allow smoking around your children.
- Support and encourage a friend or family member who is trying to quit.
- Make a list of 10 things to do with your money instead of smoking.

December—Family: Get support from those who care.

- Make Sunday a "Family and Friends Day," and plan a fun group activity.
- Say something positive to your family every day.
- Make time to have fun and laugh with your family.
- Learn about your family members' interests.
- Mark on your calendar important dates for your friends and family. Call them on that day.

Monthly Themes and Action Steps

Women with Disabilities

January—Spirituality: Find the strength within.

- List three things you would like to do to simplify your life.
- Connect with others—join a disability or faith organization, or an Internet-based chat group.
- Share your talents and become a mentor. Volunteer at your local school, library, or church.
- Begin or end your day with a five-minute meditation.
- Find an accessible place of worship near you. Call the Accessible Congregations Campaign at 202-293-5960.

February—Weight Management: Important for long-term wellness.

- Check with your doctor before starting a weight management program to make sure it fits your medical needs.
- Identify your “ideal” weight with your doctor, and work towards reaching and/or maintaining that weight.
- Eat foods rich in calcium such as cheese, yogurt, and broccoli to reduce your risk of osteoporosis.
- Whenever possible, include physical activity in your daily life.
- Eat smaller, balanced meals and select at least five colorful fruits and vegetables to eat daily.

March—Physical Activity: Stay active. Live longer.

- Get started on a fitness plan that is right for you. Visit www.rtcil.org for more information.
- Try various types of physical activities—they provide different benefits.
- Find inexpensive ways to keep in shape, such as using household items for weight lifting.
- Find a disability-friendly gym or contact your local YWCA or parks and recreation center.
- Visit www.ncpad.org for more information on physical activity.

April—Alcohol and Drug Abuse: Destroys families, destroys lives.

- If you are concerned about your use of alcohol or drugs, talk with your physician.
- Ask your doctor about interactions between your medications, and between medications and alcohol.
- Don’t use alcohol or drugs to mask pain. Ask your doctor for alternative treatments.
- Consult your doctor if you are concerned about your increased use and dependence on prescription drugs.

Monthly Themes and Action Steps

Women with Disabilities

- Call SAMHSA at 1-800-729-6686 for referrals to a community support group or treatment organization.

May—Mental Health: Lower your stress.

- Learn the symptoms of depression on the next page, and get help if necessary.
- Schedule a 10-minute break every day to remove yourself from a stressful environment.
- Talk to a friend or professional about any problem—get a fresh point of view and possible solutions.
- Try one relaxing thing each day—take a bubble bath, read a chapter of a book, or listen to music.
- Focus on your own health needs; you know best what you can and cannot do.

June—Sexuality: Taking responsibility for your sexual health.

- Don't be pressured into having sex—it does not have to be a part of dating.
- If you choose to become sexually active, know your partner's sexual history and get tested for STDs, including HIV. Ask your partner to do the same.
- Seek advice from your health care provider about responsible sexual behavior.
- Seek counseling if you or someone you know has been sexually abused.
- Teach your children to respect their bodies and protect their health.

July—Self-esteem: You matter.

- Nurturing yourself is not selfish—it's okay to put yourself first.
- Focus on the things you can do.
- You deserve to be treated with respect.
- Do something that you have always wanted to do—take a class, travel, or meet new people.
- Contact your local Center for Independent Living to learn about independent living skills, accessibility, and legal issues.

August—Health Care Access: It's your right.

- Call the ADA Information Line at 1-800-514-0301 for information on accessible health care facilities.
- Notify your health care provider if you require any special assistance when making an appointment.

Monthly Themes and Action Steps

Women with Disabilities

- Before your appointment, make a list of questions you want to ask your doctor.
- If you feel your doctor is not taking your concerns seriously, get a second opinion or consider changing doctors.
- Find out about your state's Medicaid waiver programs to help with medical expenses.

September—Prevention: It's better than a cure.

- Visit www.4woman.gov for a personalized chart on health screenings.
- Schedule regular screenings at the same time each year to make them easier to remember.
- Talk with your doctor about osteoporosis. You may need to be screened at a younger age than other women.
- Make your home easy to navigate and injury free.
- Make sure you have at least two evacuation routes in your home in case of fire or other emergency.

October—Violence Prevention: Empower yourself.

- See the next page to identify signs of domestic violence in your life.
- Refusal to provide care may be a form of abuse. Don't accept abuse!
- Don't ignore violence around you or wait for it to go away.
- Let someone else know if you feel something is not right about the way you are being treated.
- Always have a safety plan. For more information, visit www.bcm.tmc.edu/crowd.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Go to www.smokefree.gov for information and support to help you quit.
- Identify times of the day or situations when you are more likely to smoke and try to cut back.
- Every time you get a craving, wait at least 5 minutes before lighting up.
- When you quit, use the money you have saved to buy yourself something special.
- Support and encourage friends or family members who are trying to quit with acknowledgement of their efforts.

December—Healthy Relationships: Get support from those who care.

- Don't be afraid to ask for help or support if you need it.
- Express your feelings to a loved one—give a hug, offer a compliment, or send an e-mail.

Monthly Themes and Action Steps

Women with Disabilities

- Share laughter with friends, caregivers, co-workers, and others whose company you enjoy.
- Designate a “Family and Friends Day,” and plan a fun group activity.
- Join a club or organization that matches your interests.

Overview of Women's Health

Small first steps can start a woman on the path to wellness. But her individual health risks will be determined to a certain extent by her lifestyle and background. While research is uncovering the role of biology, environment, cultural traditions, and the interplay of these and other factors, some women's health issues are clear.

<p>Heart disease is the number one killer of American women.</p>	<ul style="list-style-type: none"> • More women than men die of heart disease. Several risk factors contribute to the likelihood of women getting heart disease, including smoking, high blood pressure, high cholesterol, obesity, lack of physical activity, and a family history of the disease. • African American women have the highest mortality rates from heart disease (155.9 per 100,000) among all American women. More than one-third (33.8 percent) of this population has high blood pressure, in contrast to 19.3 percent of white women. In addition, African American women have higher rates of smoking and obesity than do White women.
<p>Cancer is the second leading cause of death among American women.</p>	<p>Lung cancer, the leading cancer killer of women, is on the rise. This increase can be attributed primarily to the increase in smoking among women.</p> <ul style="list-style-type: none"> • White women have the highest mortality rate from lung cancer (27.9 per 100,000) among all women. • African American women have the highest mortality rate from lung cancer (27.7 per 100,000) among all minority groups. <p>Breast cancer is the second leading cause of cancer death among all American women.</p> <ul style="list-style-type: none"> • African American women have the highest rate of mortality from breast cancer (27.0 per 100,000) among all population groups.
<p>Stroke is the third leading cause of death for American women.</p>	<ul style="list-style-type: none"> • Stroke occurs at a higher rate among African American and Hispanic women compared with White women. • African American women have the highest death rate from stroke of all women, at 39.6 deaths per 100,000, compared with 22.9 for White women.
<p>Diabetes is the fourth leading cause of death for African American, American Indian/Alaska Native, and Hispanic women.</p>	<ul style="list-style-type: none"> • Diabetes ranks among the top 10 causes of death for all women. • Older American Indian and Alaska Native women are among the most likely to have diabetes (32 percent of their population). • Older Mexican American women are the second most likely group to have diabetes. They have the highest incidence of diabetes among Hispanic women. Almost one-third (30 percent) of these women suffer from the disease. • Among African American women, 25 percent have diabetes, compared with 15 percent of white women. African American women are more likely to be blinded, become amputees, develop end-stage renal impairment, and die from diabetes than are White women.

Overview of Women's Health

<p>HIV/AIDS is the second leading cause of death among American women aged 25 to 44.</p>	<ul style="list-style-type: none"> • Newly reported AIDS cases among adolescent and adult women have increased steadily, from 7 percent in 1985 to more than 23 percent in 1998. • The epidemic has increased most dramatically among women of color. Among women with AIDS, African Americans and Hispanics account for more than three-fourths (76 percent) of all AIDS cases as of June 1998, even though they represent less than one-fourth of the U.S. population. • Among African American women between the ages of 25 and 44, AIDS results in more deaths than any other single cause. These women have the highest mortality rate from AIDS (22.0 per 100,000 persons) among all American women. They are 10 times more likely to die from AIDS than are white women. • Hispanic women have the second highest mortality rate from AIDS (7.5 per 100,000). They are almost 3.5 times more likely to die from HIV/AIDS than are White women. In 1996, HIV/AIDS became the second leading cause of death for Hispanic women between the ages of 25 and 44 and the eighth leading cause of death for all Hispanic women.
<p>Alcohol and other drug abuse are serious health concerns for all women.</p>	<ul style="list-style-type: none"> • Women are less likely than men to use or abuse alcohol; however, death rates among female alcoholics are 50 to 100 percent higher than among their male counterparts. • Among American Indian and Alaska Native women, 2 to 3 percent consume at least 60 drinks within 30 days. They have the highest mortality rates related to alcoholism among all American women. • Among white women, 17 percent drink frequently as compared with 11 percent of African American women. However, these two populations have the same percentage (2 to 3 percent) of heavy drinkers, women who consume at least 60 drinks within a month. • Nearly 4.1 million women in this country currently use illicit drugs, and more than 1.2 million misuse prescription drugs. • Among all American women, White women have the highest mortality rate (63 percent) from drug-related causes. • Among minority populations, African American women have the highest mortality rate (29 percent) from drug-related causes.
<p>Mental health problems affect large numbers of women each year.</p>	<ul style="list-style-type: none"> • Major depression and dysthymia (a less severe, more chronic form of depression) affect approximately twice as many women as men. An estimated 12 percent of women in the United States experience a major depression during their lifetimes, compared with 7 percent of men. • Hispanic women have the highest lifetime prevalence of depression (24 percent) among all women. Nearly twice as many Hispanic women reported being depressed (11 percent) as African American women (6 percent) and White women (5 percent). • At least 90 percent of all cases of eating disorders occur in women.

Overview of Women's Health

<p>Violence against women is a major public health problem in our country.</p>	<ul style="list-style-type: none"> • More than 4.5 million women are victims of violence each year. Of these, nearly two of every three are attacked by a relative or someone they know. • Among American Indian and Alaska Native women, the rate of violent victimization was 98 per 1,000 females, a rate significantly higher than that found among all other women. • African American women are more likely to be the victims of violent crimes (56 cases per 1,000) than either Hispanic women (52 cases per 1,000) or white women (42 cases per 1,000).
<p>Smoking is the single most preventable cause of death and disease in the United States.</p>	<ul style="list-style-type: none"> • Among women, the use of tobacco has been shown to increase the risk of cancer, heart and respiratory diseases, and reproductive disorders. • As of 1996, roughly 22 million adult women smoked cigarettes. • More than 140,000 women die each year from smoking-related diseases. • American Indian and Alaska Native women were the most likely to smoke cigarettes (50 and 60 percent, respectively) among all women. • Among all women, African American women had the second highest percentage of current smokers (27 percent), followed by white women (24 percent).
<p>Overweight and obese women are at increased risk for high blood pressure, heart disease, diabetes, and other health problems.</p>	<ul style="list-style-type: none"> • In 1994, 39 percent of women between the ages of 25 and 74 were defined as overweight. • More than one-half (52 percent) of African American women between the ages of 20 and 74 were classified as overweight in 1994 as compared with more than one-third (35 percent) of white women. • Among Hispanic women, Mexican American women had the highest rate of obesity (50 percent).

SOURCES: Office on Women's Health (OWH) in the U.S. Department of Health and Human Services (DHHS), *Women's Health Issues: An Overview*. 2000; OWH, DHHS, *The Health of Minority Women*. 1999.

National Women's Health Information Center
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Web: www.4woman.gov/pypth

Overview of Healthy People 2010

What Is Healthy People 2010?

One tool to help a community create a dynamic vision for its future is Healthy People 2010. Healthy People 2010 is a comprehensive set of health objectives to be achieved over the first decade of the century. It is designed to serve as a road map for improving the health of all people in the United States. It includes national health promotion and disease prevention goals, objectives, and measures that can help serve as a model for you to develop your own goals and objectives to improve the health of everyone in your community.

Healthy People 2010 was developed by citizens from throughout the Nation in a multiyear process that was coordinated by the U. S. Department of Health and Human Services (HHS). For two decades, HHS has used Healthy People objectives to improve the health of the American people.

Healthy People 2010 is designed to achieve two overarching goals: (1) to increase the quality and years of healthy life, and (2) to eliminate health disparities. (A health disparity is a gap in the health status of different groups of people in which one group is healthier than the other group or groups.) These two goals are supported by 467 objectives in 28 focus areas.

Healthy People 2010 also identifies a smaller set of health priorities that reflects 10 major public health concerns in the United States. These 10 topics highlight individual behaviors; physical, social, and environmental factors; and important health system issues that greatly affect the health of individuals and communities. Examined together, they constitute a set of leading health indicators that provide a snapshot of the health of the Nation, as well as guidance and focus for the public, media, and elected officials.

Goal I: Increase Quality and Years of Healthy Life

Healthy People 2010 seeks to increase life expectancy and quality of life by helping individuals gain the knowledge, motivation, and opportunities they need to make informed decisions about their health. At the same time, Healthy People 2010 encourages local and State leaders to develop community-wide and statewide efforts that promote healthy behaviors, create healthy environments, and increase access to high-quality health care. Because personal and community health are often inseparable, it is critical that both individuals and communities do their parts to increase life expectancy and improve quality of life.

Overview of Healthy People 2010

Goal II: Eliminate Health Disparities

Healthy People 2010 recognizes that communities, States, and national organizations will need to take a multidisciplinary approach to achieve health equity—an approach that involves improving health, education, housing, labor, justice, transportation, agriculture, and the environment, as well as data collection itself. However, the greatest opportunities for reducing health disparities are in promoting community-wide safety, education, and access to health care, and in empowering individuals to make informed health care decisions.

Healthy People 2010 is firmly dedicated to the principle that—regardless of age, gender, race, ethnicity, income, education, geographic location, disability, or sexual orientation—every person in every community across the Nation deserves access to comprehensive, culturally competent, community-based health care systems that are committed to serving the needs of the individual and promoting community health.

Healthy People 2010: 28 Focus Areas

- | | |
|---|--|
| 1. Access to Quality Health Services | 15. Injury and Violence Prevention |
| 2. Arthritis, Osteoporosis, and Chronic Back Conditions | 16. Maternal, Infant, and Child Health |
| 3. Cancer | 17. Medical Product Safety |
| 4. Chronic Kidney Disease | 18. Mental Health and Mental Disorders |
| 5. Diabetes | 19. Nutrition and Overweight |
| 6. Disability and Secondary Conditions | 20. Occupational Safety and Health |
| 7. Educational and Community-Based Programs | 21. Oral Health |
| 8. Environmental Health | 22. Physical Activity and Fitness |
| 9. Family Planning | 23. Public Health Infrastructure |
| 10. Food Safety | 24. Respiratory Diseases |
| 11. Health Communication | 25. Sexually Transmitted Diseases |
| 12. Heart Disease and Stroke | 26. Substance Abuse |
| 13. HIV | 27. Tobacco Use |
| 14. Immunization and Infectious Diseases | 28. Vision and Hearing |

Overview of Healthy People 2010

In A Snapshot

Healthy People 2010 identifies a set of health priorities that reflects 10 major public health concerns in the United States. These 10 leading health indicators are intended to help everyone more easily understand the importance of health promotion and disease prevention. Motivating individuals to act on just one of the indicators can have a profound effect on increasing the quality and years of healthy life and on eliminating health disparities—for the individual, as well as the community overall.

Subject/Topic	Public Health Challenge
Physical Activity	Promote regular physical activity
Overweight and Obesity	Promote healthier weight and good nutrition
Tobacco Use	Prevent and reduce tobacco use
Substance Abuse	Prevent and reduce substance abuse
Responsible Sexual Behavior	Promote responsible sexual behavior
Mental Health	Promote mental health and well-being
Injury and Violence	Promote safety and reduce violence
Environmental Quality	Promote healthy environments
Immunization	Prevent infectious disease through immunization
Access to Health Care	Increase access to quality health care

From: *Healthy People in Healthy Communities*, Office of Disease Prevention and Health Promotion, Office of Public Health and Science, Department of Health and Human Services, 2001.

II. Getting Started

Now that you are familiar with the background and mission of the *Pick Your Path to Health* campaign, the next step is to learn how to implement it in your community by first becoming a partner.

This section will get you started by explaining the process of becoming a partner in the *Pick Your Path to Health* campaign.

Overview of Partnerships

Pick Your Path to Health is a public education campaign for women. The Office on Women's Health (OWH) invites institutions, organizations, community programs, women's clubs, libraries, churches, recreation centers, colleges, health centers—all groups with an interest in the health of women, no matter how large or small—to join as partners in the *Pick Your Path to Health* campaign to reach out to the women in their *own* communities.

Currently, the campaign has over 100 national partners who:

- Sponsor community events using *Pick Your Path to Health* as a theme
- Distribute campaign materials
- Print the campaign's monthly health articles and/or action steps in their publications
- Highlight campaign information on their Web sites

Current *Pick Your Path to Health* Partners

- | | |
|--|---|
| ▪ The AIDS Ministry Ecumenical Network | ▪ Black Women For Wellness |
| ▪ Alabama Sisterfriends | ▪ Boston Black Woman's Health Initiative |
| ▪ American College of Nurse-Midwives | ▪ Boston Chinese News |
| ▪ American Tai Chi Association | ▪ Boston University Medical Center |
| ▪ Angel's Healthy Women Today | ▪ Brown University/Women & Infants Hospital |
| ▪ <i>Asian American Times</i> | ▪ CARdio Cycle |
| ▪ <i>Asian Fortune</i> | ▪ Catholic Health Association of Texas |
| ▪ ASPIRA Association, Inc. | ▪ CDC Office of Women's Health |
| ▪ Association of Black Cardiologist, Inc. | ▪ Center for Women Policy Studies |
| ▪ Association of Women's Health, Obstetric and Neonatal Nurses | ▪ Christiana Care Health System |
| ▪ The Atlanta Inquirer | ▪ The Circuit Women in Fitness |
| ▪ The Atlanta Journal-Constitution | ▪ Cosmetic, Toiletry, and Fragrance Association (CFTA) Foundation |
| ▪ Benedict College | ▪ Courage Unlimited, Inc.® |

Overview of Partnerships

- DC Department of Health – Project WISH
- Delaware Valley Community Health, Inc.
- Delta Sigma Theta Sorority, Inc.
- El Hispanic News
- El Mundo
- Eliud Ministries
- Empowerment Program
- Family Violence Prevention Fund
- Georgia Department of Community Health – Office of Women’s Health
- *Goodnews Connecticut Press*
- Griffin Hospital
- Gwen's Girls
- Harvard Medical School
- The Health & Learning Connection of Sacred Heart Medical Center, Eugene, Oregon
- Heart & Soul
- Hennepin County Primary Care Department
- Here Now! Ministries
- Hispanic Radio Network
- *Hmong Times*
- In Balance Fitness – Women's Health & Fitness Center
- Indiana University School of Medicine
- International Bottled Water Association
- Iowa Department of Public Health
- Iris House
- Jefferson Health System
- *The Journal of Wilmington, NC*
- Kansas Department of Health and Environment
- Kappa Alpha Psi Fraternity, Inc.
- Kentucky Rural Initiatives Corporation
- Kokua Kalihi Valley Comprehensive Family Services
- *La Noticia*
- *La Salud Hispana*
- Lee County Health Department
- Magee-Womens Hospital
- Mariposa Community Health Center
- MCP Hahnemann University (doing business as Drexel University)
- Medicare Services of Oklahoma City, OK
- Memorial Hospital of Salem County
- Morton Plant Hospital
- National Asian Women's Health Organization
- National Association of Hispanic Publications
- National Women's Health Network
- National Women's Health Resource Center

Overview of Partnerships

- Native American Journalist Association
- Naval Medical Center Portsmouth
- Nebraska Department of Health and Human Services
- North Carolina Primary Health Care Association's Statewide Partnership in Women's Health (SPWH)
- Northeast Missouri Health Council, Inc.
- NorthEast Ohio Neighborhood Health Services, Inc.
- Northeastern Vermont Area Health Education Center
- *Northwest Asian Weekly*
- Nuviva Consulting – For Health & Wellness
- Oak Grove Baptist Church Women's Ministry
- Ogle County Health Department
- Ohio Reformatory for Women
- Oregon Health and Science University
- *Pennsylvania Health & Fitness Magazine*
- Phoebe Women Network
- REACH Project, Inc.
- Red Lake Comprehensive Health Services
- Santa Fe Women's Health Community Center
- *Seattle Chinese Post*
- Security DBS, a division of Halliburton
- Seneca Nation of Indians Health Department
- Sisters Supporting Sisters, Inc.
- Society for Women's Health Research
- Southeast Mississippi Rural Health Initiative, Inc.
- Spina Bifida Association of America
- Spirit of Women
- St. Barnabas Hospital and Healthcare System
- Swope Parkway Health Center
- Today's Child Communications, Inc.
- Tulane and Xavier Universities of Louisiana
- University of Arizona
- University of California, Los Angeles
- University of California, San Francisco
- University of Illinois at Chicago
- University of Michigan Health System
- University of Minnesota
- University of Mississippi Medical Center
- University of Puerto Rico
- University of Washington, Seattle
- University of Wisconsin, Madison

Overview of Partnerships

- VCU Institute for Women's Health
- Victorious Living Ministries, Inc.
- Virginia Commonwealth University
- Vital 4 Life, Inc.
- The Way of the Heart: The Promotora Institute
- *We Speak Loudly*
- William Beaumont Army Medical Center
- Woman of Vision International Inc.
- Women's Health Institute at Howard University
- Women's Health Services
- Women's ONE-Stop Comprehensive Health Clinic at Hubert H. Humphrey
- Women's Research & Education Institute
- YWCA of Racine, Wisconsin

How to Become a Partner

Role of a Partner

Pick Your Path to Health is a national outreach campaign to help narrow the health gap among all American women, especially minority women. The best way to do that is to reach women where they live and work in their communities.

That's where the "partners" come in. *Pick Your Path to Health* partners live in the same communities as the target audience. Partners are across the nation—they speak the same language, know the culture, and have the best ideas on how to involve the women in their communities to set and achieve their health goals.

The level and specific type of involvement can vary from partner to partner, but the common element is that they participate in, organize, and create activities focused on the *Pick Your Path to Health* campaign. They all contribute to increasing the visibility of the campaign and supporting the efforts to help women make simple, achievable steps on their path to better health.

The *Pick Your Path to Health* campaign will supply all accepted partners with campaign materials to use in a variety of activities. These activities include:

- Full-sized color *Pick Your Path to Health* posters to be displayed in centers, local businesses, libraries, or as part of exhibits
- Listserv cards (available in English and Spanish) for women to sign up to receive weekly e-mail health messages
- Pocket planners that provide useful health information, as well as specific messages geared toward six minority populations (African American women, Latinas, Asian and Pacific Islander women, American Indian and Native Alaskan women, women living in rural areas, and women with disabilities)
- Access to health articles based on the *Pick Your Path to Health* monthly themes that can be e-mailed directly to the partner or downloaded from the *Pick Your Path to Health* Web site
- Access to and use of the *Pick Your Path to Health* logo that can be downloaded and used on promotional materials for partner activities and events

What Does a Partner Do?

Being a partner takes a desire to help women achieve better health, and a commitment to do so. This is where the campaign and these materials will assist you.

How to Become a Partner

It's easier than you think. Partnership activities do not have to cost a lot of money; they can be as simple as helping women get signed onto the *Pick Your Path to Health* listserv to receive weekly e-mail health tips, or starting a walking club to get in low impact exercise a few times a week.

Section III, Community Action, gives specific suggestions for *Pick Your Path to Health* activities that partners can undertake in their communities. However, partners can come up with other activities that are better suited for their community's needs or interests.

A partner is expected to make a commitment for one year to implement at least **one** activity based on the *Pick Your Path to Health* themes.

The Application Process: How to Become a Partner

1. The first step in becoming a partner is filling out a *Pick Your Path to Health* Campaign Partner Interest Form. This one-page form will give us some information about your organization and the level of involvement you expect to have as a partner.
2. Once we receive your application, we will review it.
3. If accepted, we will send you
 - An acceptance letter
 - A level of interest form to indicate how you plan to implement the campaign
 - A form to order campaign materials for your planned activities and events

It's that simple. You will then be well on your way to spreading the campaign messages and playing a vital role in encouraging and supporting women and their families on their paths to better health.

***Pick Your Path to Health* Campaign Partnership Application Form**

The *Pick Your Path to Health* campaign is supported by over 100 national partners who help spread messages to communities and women across the nation. If your organization is interested in becoming a campaign partner and willing to commit to doing at least one activity during the next year, please complete the form below.

Organization Name: _____

Contact Person(s): _____

Address: _____

City: _____ State: _____ Zip Code: _____

Phone: _____ Fax: _____

E-mail: _____ Web: _____

Please provide some background on your organization: _____

Number of years your organization has existed: _____

Kinds of activities: _____

Mission of your organization: _____

Interest in health issues, especially related to women: _____

Other information you want us to know: _____

If available, attach a copy of your organization's mission statement and goals as they relate to women's health.

Send completed application (with attached) to:

Fax: 301-984-7196, Attn: Y. Ge

Mail: MMG, 2600 Tower Oaks Boulevard, Suite 200, Rockville, MD 20852, Attn: Y. Ge

III. Community Action

As a *Pick Your Path to Health* partner, you have a vital role in spreading the messages of this behavior-oriented and empowering women's educational health campaign.

This section on community action provides a small segment of possible community events you can implement, detailed explanations of five popular activities, and ideas for using National Women's Health Week as a launch pad for your *Pick Your Path to Health* events.

This is only a small portion of what can be done. Partners have the advantage of being in the community of the women and families they are targeting and may have unique and varied approaches and opportunities to pursue. We ask partners to share their campaign activities with us, as we are always looking for more ideas to give to other partners.

Activity Ideas

Partners have many opportunities to help women in their communities achieve better health. Here are a few ideas to get you started:

- PYPATH community health/screening fair
- PYPATH walkathon or bikeathon
- Monthly health workshops for women
- Health tips section in your community or organization's newsletter
- Mother's Day theme: sponsor/organize free mammograms for community moms/grandmothers during the week of Mother's Day
- Mother/daughter/granddaughter health events
- Valentine's Day theme: healthy heart potluck dinner for the women and their families
- Barbecues/picnics: focus on foods with low fat, low cholesterol, fresh ingredients
- Daily or weekly mall walks for seniors
- Church events—articles in church newsletter; organize a member health support group to discuss health issues and help women achieve health goals under PYPATH
- PYPATH health clubs: exercise, yoga, stretching, walk, dance, nutrition education for women
- Trips to local library to use Internet to log onto *Pick Your Path to Health* Web site
- Depression screenings
- Alcohol dependency/addiction screenings
- Self-defense classes
- Have women trace their family history and tradition and share with children/grandchildren and community
- Distribute campaign PYPATH materials
- Sign up women on the PYPATH listserv for weekly e-mail messages
- Class on nutrition led by a nutritionist
- Alcohol-free club for women: recovering alcoholics and alcohol education
- Contests for best ideas on making easy health improvements (specific topics: sexual responsibility, weight management, good mental health, ideas on how to successfully stop smoking). Give prizes.
- Community project to design and make a mural, sign, collage, painting, etc., on a particular PYPATH health theme and see if you can get it displayed in your community (grocery store, library, community center)
- Collect stories and ideas from women in the community or from groups that you belong to on what they have tried and were successful at in improving their health and combine their successes and ideas into a collection and make a book, take pictures to go along with it. Have it on display, make photocopies for everyone
- Community lectures on violence prevention, stress reduction, importance of immunization, or any other campaign topic

Highlights:

Five Community Activities

1. Health Fairs

A *Pick Your Path to Health* fair is an ideal local community event that can give campaign partners an opportunity to reach out to women and their families about their health and well-being. The health fair can focus specifically on the 12 *Pick Your Path to Health* (PYPTH) themes, making it a forum for education, prevention, and learning about the resources available to them in the community.

A health fair can include exhibits, mini-workshops, demonstrations, screenings, and so on. It is easy to organize if you allow enough time for planning, follow a step-by-step approach, and develop a network of sponsors or organizations interested in promoting health issues.

The first step in organizing a community health fair is planning for it.

Early planning

1. Begin organizing at least 4 to 10 months before the fair.

Give yourself as much preparation time as possible. This will ensure that you will cover all the aspects that are needed and anticipate and resolve any potential challenges that may arise.

- Decide on a date when you'd like to have the fair (and count back 4 to 10 months to begin planning). Make sure the date doesn't conflict with other events or circumstances that would limit people from attending.
- Things to consider: Weather, time of year, other events going on at the same time, best time of day to draw the largest number of people.

2. Establish a planning committee.

A planning committee is needed to help cover all aspects for your PYPTH health fair. Having a committee will help reduce the amount of time needed to organize and make it a team effort. A planning committee can consist of your organization's staff, members, volunteers, and if possible, people in the community you are hoping to attract to the health fair.

Include people from the community or the audience you are targeting because you can get their perspective on what would likely attract them, not attract them, or prevent them from attending the fair, as well as other critical information. Here are other key issues to for a planning committee to consider.

Highlights:

Five Community Activities

- Goals/Audience: What is your goal and who is your audience? The goal for the PYPH health fair could be to help women improve their health and the health of their families. The intended audience could be the women in your community within a 5-10 mile radius. For a PYPH health fair, you can focus on all or some of the 12 campaign health themes. Your specific goal can be to educate and encourage women to improve their health. Whatever your goal and intended audience, make sure you reflect back on what that is when making choices.
- Budget: How much money will it cost to have a fair? You will want to do some preliminary budget estimates. Make phone calls or inquiries to find out how much certain aspects will cost. Make a list of the components of a health fair that your organization will need to consider. These are some standard components you can start with and add additional ones that may be unique to your group.
 - Health fair site
 - Permits
 - Insurance
 - Materials (remember, the National Women's Health Information Center has a lot of free health information you can request either by phone 1-800-994-9662 or download from their Web site www.4woman.gov, or you can request materials using the Materials Order Form in the back of this notebook).
 - Advertisement (printing costs, flyers, newspaper ads, signs, posters, and so on)
 - Equipment (table, chairs, tents, special equipment)
 - Entertainment (music, clowns, something fun for children)
 - Refreshments
 - Postage
 - Prizes or giveaways

Keep in mind that if you get volunteers or sponsors to help you, this can help offset or eliminate some costs. For example, you may get a sponsor to pay for printing costs, to donate refreshments, or to donate a space for the fair. Try to consider all your alternatives when thinking about and preparing the budget.

Highlights:

Five Community Activities

Sponsors

Sponsors (local businesses, restaurants, grocery stores, pharmacies, health food stores, newspapers, child care centers, individuals, community groups, print/photocopy shop, banks, churches, etc.) can be invaluable resources to helping you organize and support your health fair.

Contact these potential sponsors to let them know about the background of the PYPTH campaign and your involvement in organizing a health fair. Ask if they can assist you with various needs associated with the health fair: printing, donating paper, providing food and beverages, advertising in their businesses, promoting the fair in their newsletter or newspaper, or donating a space or equipment for the fair. In return, you can give them recognition by publicly acknowledging their assistance at the fair or through your promotional efforts. Have a “wish list” of all the things that you need before recruiting sponsors.

Getting local businesses and leaders to help is a good way to promote community involvement. Everyone shares in the development and in the benefits.

Volunteers

Volunteers are essential to any community event. Volunteers can be individuals, members of your organization, or members from other businesses or groups that can help with the fair by donating their time and effort.

Volunteers can make phone calls, create flyers or posters and other advertisement materials, and make logistical arrangements. At the actual fair, volunteers can help set up and break down booths and exhibits, staff exhibits, or direct attendees to parking, registration, restrooms, or particular booths.

Make sure your volunteers feel appreciated and needed by valuing their contribution. It is a good idea to give them perks (refreshments, giveaways, public recognition, etc.).

Exhibits

A health fair is an excellent opportunity for exhibits. You could invite various health organizations to exhibit and share information with your attendees. Invite national organizations, the local or state health department, community groups, libraries, or individuals that represent each of the 12 *Pick Your Path to Health*

Highlights:

Five Community Activities

themes and have a table or booth dedicated to each theme. Exhibits are a wonderful vehicle for fact sheets and educational materials to be distributed.

Screenings: You may also want to have health screenings as part of your exhibits (for example, blood pressure, cholesterol, flu, or pneumonia shots). Again check with your local health department to see what the regulations and requirements are associated with these screenings. Screenings are a great way to get attendees to focus on their health immediately and they can walk away knowing some information about their health. You have to also consider privacy issues. Certain types of screening may require private booths or private rooms. Make sure you have qualified screeners, proper paperwork, and a system for following up with attendees who have abnormal screening results—refer them to local health professionals. Have a referral letter with recommendations ready.

Exhibitors: Besides health professionals and health organizations, you may consider having other exhibitors as well—local businesses, companies, or individuals. Exhibitors could provide refreshments, entertainment, and so on. Make sure their companies represent or do not conflict with the health messages you want to convey. Consider whether to charge for exhibitors and how much. This can help offset some logistical costs.

Logistics

Logistics covers the where, when, what, and how.

- Location: Where will the fair be held? It should be a location large enough to hold more than the expected number of attendees. A space for 500 people requires at least 2,500 square feet. Where it will be held will also depend on when the fair will be held. What kind of weather will it mostly like be? Is it preferable to have it inside or outside? A public, easily accessible place will attract more attendees.
- Date: Timing is everything. Give yourself at least 4-10 months planning time. Choose a date that doesn't conflict with other large events or that will deter people from coming. Weekends are definitely more accommodating for people.
- Permits/License: Check with your local government office to see whether you need any kind of permit (sign, structural, sanitary, entertainment, food service, etc.).
- Equipment: Will you need to rent any kind of equipment (e.g., tents, chairs, tables, portable bathrooms, medical screening equipment)? When you're deciding on what you'll be doing at the health fair, be it screenings, purely

Highlights:

Five Community Activities

education, or a mixture of both, the kinds of equipment you will need should be a part of your logistical planning. Make sure you have a first aid station in case someone needs minor medical attention.

Promotion

Getting the word out about your health fair is perhaps the most important ingredient in determining how successful it will be.

Making sure people know about it ahead of time and have clear details on what the fair is about, what makes it special, and the date, time, and place are essential.

Make sure you have a contact person and phone number for the public to call in case they have any questions.

Sponsors can definitely come in handy with promotion by either helping to do so or helping with the cost of it. Flyers, posters, newspaper ads, radio announcements, or television ads are good ways to get the word out about the health fair to the community. Many radio stations or local television networks will give free airtime to community events.

For in-depth information on how to create and distribute a public service announcement or press release and specific examples for a health fair, refer to Section IV—Working with the Media. Don't forget about the tried and true method of posters and flyers in the neighborhoods and in community business storefronts or bulletin boards.

Highlights:

Five Community Activities

2. Monthly Workshops

If you are interested in working one-on-one with individual women or with a small group of women to help them on their path to better health, consider organizing and holding a series of workshops or classes based on the 12 *Pick Your Path to Health* themes.

How you structure the workshops and the topics you cover can vary. You may want to focus on one particular health theme, such as weight management. In this particular case, your workshops can cover nutrition, food preparation, exercise, weight management techniques, stress reduction, and other related components.

Planning

Workshops can be an effective and personal way to help women set and achieve health goals. The first step in holding workshops is basic planning. You need to consider: your goals, your intended audience, the logistics (where will the workshops be held and when, how they will be organized), what materials you will need, and how to get women to attend.

In Section V—Campaign Materials and Resources, there is a list of sample activities for workshops that provide suggestions under each *Pick Your Path to Health* theme.

Goals

Consider the following when planning your workshops.

- What do you want the women to get out of these workshops?
- Will the workshops be purely instructional?
- Will they be workshops where the women are actively participating? How will the success of the workshops be determined?
- Will you cover all 12 health themes, only a few, or concentrate on one?

Audience

Make sure your workshops are suitable for your intended audience. Depending on the women you would like to attract, you may want to try different approaches for conducting the workshops or promoting them.

- What is the age group of the women?
- Will the workshops be purely for women or for women and their families?

Highlights:

Five Community Activities

Logistics

- Where: Where will the workshops be held? Is the facility/room large enough to hold the intended audience? Is the place convenient for attendees?
- When: When will they be held? Are they at a time convenient for most attendees? We call them monthly workshops, but that is just a suggestion. They can be weekly, daily, or whatever will best fit your goals and the goals of the women in your community.
- What: What will the workshops consist of? What kinds of activities do you want to have? How can you assure the most participation?
- Who: Who will conduct the workshops? Will you have speakers or guests? Can you count on sponsors or community groups to participate?
- Materials: All workshops need materials. These can include fact sheets, goal sheets, or resource lists. These are all included in this kit for you to use. Section V lists various agencies, including the Office on Women's Health (www.4woman.gov) and resources that have publications for you to download or order for use in your workshops. Please take a look at the wealth of information and materials available to assist you.

Sponsors/Volunteers

Sponsors can assist you by donating space for workshops or by being a guest speaker or assisting with setting up special activities in a workshop. Let businesses in your community know about the PYPH campaign and how you would like them to support you. You may want sponsors to help with advertising and contributing to printing costs or actually doing the printing of flyers or ads.

Volunteers can help you set up the workshop or they can get professionals to come in and do a workshop on a specific health issue with your group.

Promotion

For information on how to create and distribute a public service announcement or press release, and specific examples for workshops, refer to Section IV—Working with the Media. Posters and flyers in neighborhoods and community business storefronts or on bulletin boards are good ways to get the word out.

Make sure you have a contact person and phone number for the public to call in case they have any questions.

Highlights:

Five Community Activities

The following are suggestions or ideas that you may want to incorporate into your workshops around the *Pick Your Path to Health* themes. These are just a few suggested activities—the possibilities are endless.

January—Spirituality: Find the strength within.

- Ask the women to come up with a creative or unique way to show how they find the strength within and share it with their group members.
- Ask chaplains at local hospitals, universities, and military bases to participate in a free seminar on "Women's Health and Spirituality."
- Hire a yoga instructor for an introductory session.
- Plan programs on meditation or other activities that reduce stress.
- Have the women keep a journal in which they take some time each day or each week to reflect and write down what they've done to embrace their spirituality.

February—Weight Management: Vital for long-term wellness.

- Sponsor a potluck meal where each member brings a healthy dish or item to share.
- Start a listserv and e-mail weekly menus and words of encouragement to participants.
- Have a nutrition expert give a workshop on food: serving sizes, low-fat alternatives to different foods, options for eating out, how to cook foods in different ways, how to choose fresh, ripe food. Plan a field trip to a local farmers' market to discover fresh foods never considered.
- Take a field trip to the grocery store to shop or give guidance on healthy, low cost shopping, giving particular emphasis on what to buy or not buy for particular health conditions (diabetes, high blood pressure, and so on.)

March—Physical Activity: Stay Active. Live Longer.

- Offer a "healthy heart" aerobics or stretch class to women through a local gym.
- Start a "women's walkers club."
- Sponsor a women's community sports team.
- Invite a fitness expert to speak about the importance of: hydration, injury prevention, strength training for women, and alternatives and suggestions for using common household items as free weights.

April—Alcohol Use: Know your limits.

- Invite a speaker from a service/support organization to speak on the effects of alcohol on the body, signs of alcoholism, where to get family support, and resources in the community.
- Incorporate techniques on stress reduction as part of activity.

Highlights:

Five Community Activities

- Have a contest for the most creative non-alcoholic drink. Have a group where everyone would make theirs and have the group judge which is the best for a prize.

May—Mental Health: Lower your stress.

- Establish a support group for women that focuses on stress.
- Conduct depression screenings for a group of women and give continued support.
- Provide literature on mental health topics.
- Have massage students or professionals give instruction on how to give massages; have women get a seated massage.

June—Responsible Sexual Behavior: Think before you act.

- Provide information on contraceptives and safe sex.
- Have a nurse practitioner or other health professional speak on what to expect at a gynecological exam and walk participants through the process of a mammogram and Pap smear, what each exam means, the results, etc.
- Have an expert talk about STDs and HIV—prevention and explaining signs of infection.
- Have the group create a community campaign aimed at teens and young adults on the benefits of safe sex.

July—Drug Abuse: Use and you lose.

- Invite a drug abuse support organization speaker to talk with group on services and supports in the community, signs of drug addiction, and what to do if you live with someone who has a drug problem.
- Have a medical expert talk about the proper use and dangers of prescription drugs and what to ask your doctor about your prescriptions.
- Identify what family supports are available.

August—Health Care Access: Your health matters.

- Hold or connect group members with a women's health fair.
- Invite insurance companies to sponsor a general "benefits workshop" on what to look for in a health plan, what kind of coverage is right for your family, etc.
- Have a physician speak on how to find the right primary care physician, including the questions to ask. Make sure the physician is of the same cultural background as the women, if possible.

September—Prevention: It's better than cure.

- Partner with a women's clinic to offer free or low-cost immunizations.
- Hold an informational workshop on adult immunizations.

Highlights:

Five Community Activities

- Hold an immunization recordkeeping group where everyone creates an immunization folder/chart that identifies all their immunizations and identifies ones they currently need.
- Identify community health screenings—diabetes screening, cholesterol, and so on.

October—Violence Prevention: Empower yourself.

- Encourage volunteer participation at local women's shelter.
- Sponsor an "open house" at your organization with representatives from local women's shelters and help publicize their services.
- Have each participant write up their emergency plan to leave a violent situation.
- Have women identify or begin to set up a support system for themselves.

November—Tobacco Use: Smoking—costly to your LIFE and your wallet.

- Start a smokers support group to give support to members who want to quit.
- Hold an educational seminar on secondhand smoke.
- Have group keep track of number of cigarettes smoked in a week and tally up cost; then come up with ways they could spend the money saved by not smoking, and go for it.

December—Family: Get support from those who care.

- Offer story-telling sessions where older members of the family share stories with community members and ask the local cable access television station to film it.
- Organize a family picnic day in your group of women.
- Have the group create a family tree and look into their family history to share with their children.

Highlights:

Five Community Activities

3. Exhibit/Display Tables

Exhibit tables can be a low-cost but highly effective means to display educational materials related to the *Pick Your Path to Health* campaign. It doesn't take much to set up, the table doesn't have to be staffed, and you can reach women in various settings in the community.

Ideas for Exhibit Tables Locations:

- Libraries
- Day care centers
- Churches
- Community centers
- Fairs or expos
- Schools/Universities
- Bookstores
- Health care centers
- Doctor's office
- Community markets or grocery stores

Your display can include all 12 health themes of the *Pick Your Path to Health* campaign, or just focus on one. You may want your display to coincide with a particular event or monthly observation. For example, February is "American Heart" month. February is also the campaign's "Weight Management" month. For February you may want to have an exhibit/display table with information on how to have a healthy heart and maintain your weight with brochures, fact sheets, and other written resources on nutrition, exercise, smoking, and cholesterol health.

If a table is not appropriate, you can post a flyer or fact sheet on bulletin boards at grocery stores, bookstores, or local businesses. Once you get the attention of the women in your community, you have contributed to getting the campaign's message across and helped women on the path to better health.

Make sure you have a contact person and phone number on materials for the public to call in case they have any questions.

Types of Materials:

Your exhibit can display a variety of campaign materials. You can display the campaign's poster, have pocket planners available, listserv cards, fact sheets on the campaign and various health themes, and you can download or order a wide variety of material from the Office on Women's Health Web site, www.4woman.gov, the *Pick Your Path to Health* Web site, www.4woman.gov/pypth, or by calling 1-800-994-WOMAN (9662).

Highlights:

Five Community Activities

4. Walk/Bike/Stroller Events

Walks, runs, and biking events are probably the most popular types of community events. Almost every national health organization sponsors a walk or run, drawing hundreds to thousands of people each year to raise awareness to their cause.

These events can be on a small, medium, or large scale. They are flexible in event distance, what time of year they can be held, and they can be done to raise awareness with or without pledge money attached to them.

Walkathons (or using bikes or strollers) are popular because they are:

- Good way to encourage good health habits
- Appropriate for all age groups
- Convenient – usually held on a weekend
- Inexpensive to organize
- Appealing to businesses and corporations to become sponsors

Goal/message

The first step in planning is to decide what your event is for. What is the cause? Is the goal to raise awareness? Will there be a pledge associated with it? Depending on your type of organization, the money raised for the event should reflect your organization's goals and the goal of better women's health.

Example 1: Day care center. You may want to organize a stroller-athon where mothers can bring their children with them, including those who still ride in strollers. The message could be: A Mother's Stroll for Health—working mothers need to take care of their health (for themselves and their children). You could collaborate with other area day care centers to get the most participants.

Example 2: Local health clinic. You may want to organize a walk to raise awareness about the importance of immunizations.

Establish a planning committee.

A planning committee is needed to help cover all event aspects. Having a committee will help distribute the amount of time needed to organize and to make it a team effort. A planning committee can consist of your organization's staff, members, volunteers, and if at all possible, people in the community you are hoping to attract to the event.

Highlights:

Five Community Activities

It is important to include someone from the community or the audience you are targeting because you can get their perspective on what would or wouldn't encourage them to attend the walk. Here are other key issues for a planning committee to consider.

- Goals/Audience: Again, what is your goal and who is your audience? Whatever your goal and intended audience, make sure you reflect back on what that is when making choices.
- Budget: How much money will it cost to have a fair? You will want to do some preliminary budget estimates. Make phone calls and inquiries to find out how much certain aspects will cost. Make a list of the components of a health fair your organization will need to consider. These are some standard components you can start with and add additional ones that may be unique to your group:
 - Walk/run/bike route
 - Permits
 - Police assistance
 - Insurance
 - Materials (remember, the National Women's Health Information Center has a lot of free health information you can request either by phone or download from their Web site: 1-800-994-9662 or www.4woman.gov, or you can request materials using Materials Order Form in this notebook).
 - Advertisement (printing costs, flyers, newspaper ads, signs, posters, and so on)
 - Equipment (table, chairs, tents, special equipment, first aid station)
 - Entertainment
 - Refreshments
 - Postage
 - Prizes or giveaways

Keep in mind that if you get volunteers or sponsors to help you, this can help offset or eliminate some costs. For example, you may get a sponsor to pay for printing costs, donate refreshments, or donate prizes. Try to consider all your alternatives when thinking about and preparing the budget.

Highlights:

Five Community Activities

Sponsors

Sponsors (local businesses, restaurants, grocery stores, pharmacies, health food stores, newspapers, child care centers, individuals, community groups, print/photocopy shop, banks, churches, etc.) can be invaluable resources to helping you organize and support your walk/run/bike event.

Contact these potential sponsors to let them know about the background of the PYPH campaign and your involvement in the walk. Ask if they can assist you with various needs associated with the walk: printing, donating paper, providing free food and beverages, advertising in their businesses, promoting the walk in their newsletter or newspaper, or pledging a donation. In return, you can give them recognition by publicly acknowledging their assistance at the walk or through your promotional efforts. Have a “wish list” of all the things that you need before recruiting sponsors.

Getting local businesses and leaders to help is a good way to promote community involvement. Everyone shares in the development and in the benefits.

Volunteers

Volunteers are essential to any community event. Volunteers can be individuals, members of your organization, or members from other businesses or groups that can help with the fair by donating their time and efforts.

Volunteers can make phone calls, create flyers or posters and other advertisement materials, and make logistical arrangements. At the actual event, volunteers can help set up and break down registration tables, staff points along the walk route, direct attendees to registration, refreshments, or restrooms.

Make sure your volunteers feel appreciated and needed by valuing their contribution. It is a good idea to give them perks (refreshments, giveaways, public recognition, etc.).

Logistics

- Location: What will be the route of the walk/run/bike event? How long will it be? Make sure it is an easy route to cover. Have a dry run of the walk to anticipate any difficulties. Mark the distance of the walk right before the event. Station volunteers at certain checkpoints along the route to check on participants. Make sure there is good access to the route for access by emergency vehicles, etc.
- Date: Timing is everything. Give yourself at least 4-10 months planning time. Choose a date that doesn't conflict with other large events or that will deter people from coming. Weekends are definitely more accommodating for people.

Highlights:

Five Community Activities

- Permits/License: Check with your local government office to see whether you need any kind of permit (sign, street closure, structural, sanitary, entertainment, food service, etc.)
- Equipment: Will you need to rent any kind of equipment? For example, chairs, registration tables, portable bathrooms? Make sure you have a first aid station in case someone needs minor medical attention.
- Prizes/giveaways: Prizes and giveaways are a must for this kind of event—some sort of thank you for walkers that participate. You could also give prizes for the person who finishes first or who collects the most money.

Promotion

Getting the word out about your walk is perhaps the most important ingredient in determining how successful it will be.

Making sure people know about it ahead of time and have clear details on what the fair is about, what makes it special—the goal, date, time, and place, as well as if there is a fee or if they can get pledges is essential.

Make sure you have a contact person and phone number for the public to call in case they have any questions.

Sponsors can definitely come in handy with promotion by either helping to do so or helping with the cost of it. Flyers, posters, newspaper ads, radio announcements, or television ads are good ways to get the word out. Many radio stations or local television networks will give free airtime to community events.

For in-depth information on how to create and distribute a public service announcement or press release and specific examples for a walk, refer to Section IV—Working With the Media. Don't forget about the tried and true method of posters and flyers in the neighborhoods and in community business storefronts or bulletin boards.

On the following pages is a case study of a successful walking program developed to get people to exercise. It is an example of how partnerships within a community can work together to make a difference and inspire people to make positive changes in their lives.

Highlights:

Five Community Activities

“WALK ACROSS TEXAS”

Overview

Texas Cooperative Extension, Dallas County, approached the Office on Women’s Health (OWH) in August 2002 and requested DHHS/SSA participation in their program, which was to take place county-wide from September 8 to November 2, 2002. One of the objectives of Healthy People 2010 is a focus on the Federal employee community, and the “Walk Across Texas” program fit into the OWH workplan to bring awareness and improve the health of Federal employees. The Office on Women’s Health took the lead on the project from the Federal end and with the Texas Cooperative Extension, Dallas County Office to launch the event in early September.

“Walk Across Texas” was an eight-week *simulated* program for teams of eight people, aimed at “walking” 800 miles across the state of Texas, from Marshall to El Paso. The breakdown was approximately 12 miles for each person, each week, for eight weeks. It was NOT a walkathon or a fundraising event. **It was a free program with one simple focus...to get people to exercise.** Individual team members did not have to walk together, but rather, they kept track of their individual miles and reported those miles once a week to their team captain. The team captain, in turn, registered and inputted his/her team miles onto the program’s official Web site (www.walkacrosstexas.tamu.edu). The Federal group was one of many organizations throughout the Dallas/Ft. Worth Metroplex that participated in this program. Other groups included a 4-H Club, Parkland Hospital, and Presbyterian Hospital.

Purpose

- Create a forum that encourages Federal employees to exercise
- Make exercise an integral part of participant’s daily routines
- Motivate and inspire participants to do something good for themselves and their health

Tactics

- Create teams of eight members to collectively “walk” across Texas over the course of eight weeks
- Motivate participants through a series of media events (newsletter, healthy cooking demonstrations, etc.)
- Award accomplishments

Highlights:

Five Community Activities

Initiatives

Launch Event: On September 4, 2002, Texas Cooperative Extension and the Office on Women's Health, Region VI hosted a launch event in the Federal common area during the lunch hour (11 a.m. to 1 p.m.). During the "Walk Across Texas" launch, we signed DHHS and SSA employees up to participate in the program, explained the process and gave each signee a healthy treat including an apple or orange, a Yoplait yogurt (brought in by Texas Cooperative Extension), and a red, white, and blue baseball cap. A representative from Texas Cooperative Extension, Dallas County also put on a healthy cooking demonstration of easy-to-make recipes and gave tips on nutritious eating habits.

Weekly Newsletter: Each week, the representative from Texas Cooperative Extension, Dallas County, distributed a newsletter to all organization site managers (a single point of contact). The site managers distributed the newsletter to all the team captains within their organization and, in turn, the team captains distributed it to their team members. The newsletter updated participants on how everyone was doing collectively by reporting miles walked and pounds lost. It also contained information about nutrition and exercise, along with healthy recipes and motivational remarks.

Federal Employee Tracking Chart: To inspire some friendly competition, the Federal employee site manager posted a chart listing DHHS and SSA teams. Each team was asked to come up with a team name and mascot (e.g., Thundering Mustangs/Horse, SSA Roadrunners/ Roadrunner, DynoWalkers/Dinosaur). Each team captain and team name was represented on this chart, which was posted in the Federal common area. The team captains were asked, in addition to reporting their team's miles on the Web site, to also report them to the Federal site manager. The site managers posted the miles on a weekly basis so that all the participants could see their team's progress in comparison with other DHHS/SSA teams.

Healthy Holiday Extravaganza: In an effort to reward everyone's enthusiastic participation in the "Walk Across Texas" program and address the issue of weight gain during the holiday season, Texas Cooperative Extension and Office on Women's Health organized a Health Holiday Extravaganza for the Federal employees. The special event recognized all participants by handing out certificates, with special recognition given to those that went "above and beyond." The event also included healthy holiday cooking demonstrations, tips for reducing stress during the holiday season, and results on how the Federal employees did in comparison with other teams throughout Dallas County.

Highlights:

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Results

In total, 124 teams (992 people) participated in the “Walk Across Texas” program throughout Dallas County. There were 16 Federal teams (128 people) comprised of DHHS and SSA employees. Out of the 124 teams that took part, three Federal teams placed in the top 10, specifically 4th, 5th, and 10th places. Most teams did not report pounds lost, since it was an optional category. However, of those who did report this category, 886 pounds were lost county-wide during the course of the program. The Health Holiday Extravaganza was also very successful and a wonderful conclusion to the program. Sixty-five people attended and filled out evaluations, which went directly to Texas Cooperative Extension as feedback for next year.

Challenges

Since so many people were participating in the “Walk Across Texas” program, Texas Cooperative Extension wanted to track mileage on their newly designed Web site. However, there were some minor “kinks” with some captains initially logging on and a lengthy registration form that made the site inconvenient and impractical. Feedback about the site will be used to further develop the site for next year.

Another challenge was getting members to report their miles in a timely manner to their team captains. Due to travel schedules, leave time, and other issues, some members would delay reports to their designated captain for up to 3 weeks, which would make the progress chart less accurate. This is an innate challenge that is unlikely to change. Captains simply reported what they had, and the site manager updated accordingly.

The final challenge was the fact that there was no designated site manager in the original plan for “Walk Across Texas.” After the first week of participation, it was clear that there needed to be a person at each organization to coordinate the captains, pass on the newsletters, help organize the launch and extravaganza events, and so on. This information will be officially incorporated for next year.

Conclusion

The “Walk Across Texas” program was a tremendous success! Considering this was the first time DHHS/SSA employees participated in the event, everyone caught on quickly and stayed motivated during the entire eight weeks. Many people have been able to continue with the exercise routines they created as a result of their participation in the program, have set weight goals, committed themselves to eating

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healthier (especially through the holiday season), and have requested that the program be repeated next year. This has been an opportunity for many employees to meet new faces and develop a network to help further their health goals. One gentleman has even decided to start a “Walk Across America.”

The goal was focused and attainable for most participants. With a clear objective in mind and the fact that reaching the goal was a team effort, everyone stayed motivated and received some benefit. Texas Cooperative Extension will continue to motivate Federal employees toward a healthy lifestyle by doing monthly “Brown Bag Lunches” beginning in January at the Federal building. The first presentation and demonstration is entitled “The Soup’s On!”

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5. Articles and Health Tips

A very simple and effective way to promote the *Pick Your Path to Health* campaign is to feature one of the campaign's articles in your organization's or community's newsletter or newspaper or magazine.

These articles focus on each of the 12 health themes in the campaign, but were written specifically for African American women, Latinas, Asian and Pacific Islander women, and American Indian and Alaskan Native women. You can download these articles on the *Pick Your Path to Health* Web site at www.4woman.gov/pypth. Depending on your primary audience, you may want to choose which article you print or submit based on this audience, or vary the ethnicity from month to month.

These are timely, educational articles that bring the message of better health in easy-to-read, short articles. They also include simple, easy to implement steps that women can incorporate into their everyday lives.

If you have limited space in your newsletter, magazine or newspaper, you may edit these articles to fit the size you have available.

Another option is to simply drop in the *Pick Your Path to Health*'s monthly health tips into your publication. These health tips can also be found on www.4woman.gov/pypth. Each month has a specific health message with four to five specific action steps that women can take toward bettering their health.

Examples of a health article and monthly health tip follow.

Sample Article (African American women):

Here's an article on stress that can be downloaded from the *Pick Your Path to Health* Web site and inserted into your organization's newsletter, magazine or newspaper. Or, you can encourage your local newspaper to print these feature articles.

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Pathways to Better Health: A Feature of the Pick Your Path to Health Campaign

Stress: The Number One Predictor of Diet Failure—and How to Beat It

The Inside Story

The single most common emotional eating trigger and the No.1 predictor of weight-loss relapse is stress, according to obesity expert Dr. John P. Foreyt of Baylor College of Medicine.

Being “stressed out” is a common expression nowadays. You hear this phrase often, and perhaps even utter it from time to time yourself. However, do you really know what being stressed out means?

It is commonly used in a “negative” sense, and when translated it usually means you are beyond your *comfort or tolerance level*—physically and/or psychologically.

Stress isn’t necessarily a bad thing. It’s a natural part of living. Life without any stress is impossible. When you’re working hard, tired, hungry, emotionally charged, or sick with the flu, your body secretes hormones in response to these stressors in order to reestablish your body’s stability. That’s the inside chemistry of stress. Your challenge is to try to maintain a comfortable amount of stress that you can manage.

Recognizing Stress

“I don’t know...I start feeling anxious. My temper gets short. I feel hopeless...I know when I’m getting stressed out,” says Kathy Dyer of Bowie, Maryland, mother of three ranging in age from five months to 13 years old, and full-time policy analyst and attorney for the Federal government. Kathy is ahead of the game by the mere fact that she realizes when she has stress and can take measures to handle the situation.

Research has shown that African American women have higher levels of adrenaline in their systems as they are stressed and this can result in high blood pressure and even premature death.

“People are not as aware of the unique stresses that African American women have. In addition to the day-to-day stressors we may all encounter (for example, not having enough money or taking care of your children), African American women

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also have to deal with how they are viewed in this society as Black women. And that can take a toll on you,” says Dr. JudyAnn Bigby, Medical Director, Office for Women, Family and Community Programs, at Brigham & Women’s Hospital in Boston.

The first step in managing stress is to recognize that it exists. The big stressors are easy to identify—natural disasters, illness, death, births, marriage, moving, job changes. But daily life, the low-grade, day-to-day responsibilities—and yes, even things you enjoy doing that need your constant attention—are stressors and can eventually take their toll on your health. Debra Churos of Alexandria, Virginia, mother of an eight-year-old daughter and part-time office worker, identified some of the following symptoms when she is stressed:

- Anxiety
- Short temper
- Eating – anything and everything
- Feeling hopeless
- Crying
- Irritability
- Headaches
- Breathing heavier, heart pounding
- More emotional/stressed around menstrual cycle

According to the American Medical Women’s Association, Debra’s symptoms are common. Whether you have these symptoms or not, you can be pretty sure that stress has some role and effect on your life and health, and it can play havoc with your weight-control efforts.

Strategies to Deal With It

Stress happens. And when it does, you will react to it. The most common reaction is to eat. Actually, it’s not a bad idea to eat when feeling stressed. But what you will probably do is to eat something that makes you feel good. You know what those feel-good-foods are: ice cream, potato chips, macaroni and cheese, peach cobbler. This is especially true if you grew up using food as a stress releaser. Instead of reaching for the ice cream, Dr. Bigby recommends coming up with alternatives to release stress.

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Try the following:

- *Try healthy comfort-food alternatives:* Low-fat proteins (yogurt, turkey), vegetables, and fruit. If you have a refrigerator at the office, keep some of these in it for when you get hungry. If that's not an option, have some fruit or cut-up raw vegetables in a plastic bag in your purse or at your desk.
- *Don't sweat the small stuff:* Manage your time better. Make a list of what needs to be done and prioritize it. As Debra says, "I ask myself what's the most important thing to accomplish and what can wait."
- *Find time to relax and unwind:* Go to a place just for yourself (bathroom, the park, a special place in your home). Find 10-20 minutes each day to relax and to just give your mind a break.
- *Pray, meditate, yoga:* It works for many people.
- *Exercise:* Walk, endorphins, feel good...dance, endorphins, feel good...
- *Establish a support system:* Join a woman's group of any kind where you will get support and a chance to relate to others.
- *Reduce environmental stressors:* Dislike your job? Find another one. Noisy neighbors getting on your nerves? Move. Sometimes we can't control our environment, but when we can, it can make all the difference.
- *Ask for help when you need it:* Ask and you shall receive.

As you pick your path to a more stress-manageable and healthy life, keep in mind, you may be as Chaka Khan and Whitney Houston profess--"every woman," but every woman still needs a break.

For more information on stress management, weight loss, and health-related topics contact the:

- National Women's Health Information Center, Office of Women's Health, U.S. Department of Health and Human Resources, www.4woman.gov, 1-800-994-WOMAN
- National Institute of Mental Health, www.nimh.nih.gov, 301-443-4513
- American Institute on Stress, www.stress.org, 914-963-1200
- American Medical Women's Association, www.amwa-doc.org, 703-838-0500
- Centers for Disease Control and Prevention, National Center for Chronic Disease Prevention and Health Promotion, www.cdc.gov, 1-888-232-4674.

Pick Your Path to Health is a national public health campaign sponsored by the Office on Women's Health within the U.S. Dept. of Health and Human Services. For more information about the campaign or to request weekly health tips by e-mail, call 1-800-994-WOMAN or TDD at 1-888-220-5446, or visit the National Women's Health Information Center at <http://www.4woman.gov>.

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Sample Health Tip

Here is a sample of a health tip from the *Pick Your Path to Health* campaign for the month of March on physical activity.

Pick Your Path to Health (www.4woman.gov)

Monthly Action Steps for Women on a Path to Better Health

This Month: March—Physical Activity: Stay active. Live longer.

- Treat your family to some time at a community recreation facility.
- Start to exercise gradually and work your way up.
- Start your spring cleaning early; it's a great way to exercise.
- Take the stairs instead of the elevator or escalator.

National Women's Health Week

National Women's Health Week (May 9-15, 2004)

National Women's Health Week is an annual effort through an alliance of organizations that celebrates the extraordinary progress in women's health over the last 100 years. It encourages women to incorporate simple preventative and positive health behaviors into everyday life. When women take even the simplest steps to improve their health, the results can be significant.

National Women's Health Week encourages awareness about key health issues among all women—especially African American, Asian and Pacific Islander, Latinas, and American Indian and Alaska Native women—since recent research has shown there are significant health disparities among these groups compared to white women.

National Women's Health Week began on Mother's Day, May 9, 2004—the day traditionally set aside to reflect and appreciate the women in our lives—and ran the whole week through May 15. The week's events gave everyone involved an opportunity to let our mothers, wives, daughters, and friends know how important their lives and health are to us!

How Your Organization Can Participate

National Women's Health Week can be a stand-alone event for your organization or it can be the kick off or launch pad event for promoting upcoming *Pick Your Path to Health* events for the rest of the year.

Whether you're a local health care provider, a business leader, a community organization, or a governor, mayor, or tribal leader, there is something you can do to promote women's health.

On these days, organizations such as yours—community health centers, hospitals, and other health providers across America—will:

- Offer free health screenings to women. The goal is to educate, screen, and counsel underserved women on preventative health issues and help prevent the onset of targeted health conditions.
- Plan events such as walks, health forums, women's health publications releases, issuance of state and local government proclamations, and many other activities.

This year's National Women's Health Week was an overwhelming success! Communities, organizations, and individuals across America chose to celebrate the

National Women's Health Week

role of good health practices in the lives of women. More than 100 governors, mayors, and tribal leaders proclaimed May 11-17, 2004, as National Women's Health Week in their geographic areas.

Nationwide, there were 644 event and 652 screenings, and 151 proclamations were issued. Twenty-seven national partners helped raise awareness about National Women's Health Week and National Women's Check-Up Day. Partner outreach targeted patient groups, health-related organizations, women's and consumer groups and the top 10 corporations touted in *Working Mothers' The 100 Best Companies for Working Mothers List--2003*. These partners posted information and links on their Web sites, included articles or mentions on NWHW in their newsletters and sent notices out through listservs and other communications vehicles.

This outstanding level of participation proves that whoever and wherever you are, there are many ways to become involved. You can start by taking responsibility for your own health and encouraging the women you know to do the same. Join us by spreading the word about women's health and let's make next year's National Women's Health Week stronger than ever!

Register Your National Women's Health Week Events and Preventive Health Series Online for 2005 NWHW.

Get ready for the 2005 National Women's Health week when thousands of women across the nation will take time to focus on their own health.

Coming soon are two online forms for health providers and others to register their events and/or preventive health services. This will let the world know what you're doing. More information on how to register and participate in National Women's Health Week activities will be posted [as it becomes available] on www.4woman.gov/WHW, so please check back often.

IV. Working with the Media

Press coverage or advertising is an integral part of spreading *Pick Your Path to Health's* messages to the community and to the public at large. In planning your activity or event, it is important to include advertising components (flyers, posters, letters, newsletters) and the media (newspapers, radio, television) as essential tools to get the word out to your audience.

We have included a brief explanation of “what is” and “how to create” PSAs (public service announcements), a press release, proclamations and resolutions, and talking points to publicize your events. There are also specific examples for each highlighted community activity listed in Section III.

Promoting Your Activities

Once you have determined which kind of community event you would like to organize, you will need to have promotion as part of your planning and implementation strategies.

Promotion just means getting the word out, letting the people you want to attend and know the what, when, and where, so that they can plan on participating.

Promotion can be as simple as putting up posters and flyers in the community, mailing out letters, word of mouth, or putting an announcement (public service announcement) in the local newspaper. Promotion can also be more involved, such as placing ads in newspapers or using radio or television.

The more people are aware of your event, the better the chances of getting the numbers of participants you would like.

Creating and Using PSAs

What is a PSA?

A PSA or public service announcement is a short video or audio announcement that is played on radio or television with the purpose of persuading the audience to take specific action(s) regarding a specific cause.

They can be of varying lengths (10 seconds, 30 seconds, 60 seconds, 90 seconds) but are usually under 2 minutes. They are meant to be direct, giving very specific information and a very specific action to take, such as calling or writing. When placing these ads, the cost will most likely be based on the length of your PSA and how often it is aired.

Many radio and television stations air announcements on upcoming community events free of charge.

How to Get a PSA Aired

All radio and television stations have an advertisement, public affairs, or promotions department. Get in touch with your local radio stations or television stations and ask them about the procedure for getting a PSA aired, but first ask if they have a free community event announcement in place.

Sample PSAs

Health Fair

Celebrate Your Health!

Join us! [**Name of your organization**] is sponsoring a free community health fair that will focus on the improvement of women's health. This will be your chance to learn about how you can take simple steps to improve your health, while getting your blood pressure and cholesterol screened, and learning your body mass index. Flu shots will also be available. Bring your family, friends, and neighbors on [**date**] to [**location**]. For more information, call [**contact number**].

Monthly Workshops

Pick Your Path to Health Workshops

Take simple steps to better health by attending our workshop for women on "How to Eat Right—for Busy Mothers". Find out how you can incorporate healthful and simple strategies to prepare well-balanced and nutritious meals. Join us on [**date and place**]. To sign up, call [**contact information**].

Creating and Using PSAs

Walks/Runs

It's Easier Than You Think!

Staying active, even walking just 10 minutes a day, can improve your health and protect against heart disease and high blood pressure. Come start your walking regimen by joining the Healthy Heart Walk. [**Date, place, start time**]. Bring your family, friends and neighbors as we all walk paths to better health. For more information, call [**contact info**].

National Women's Health Week

Mother's Rule!

Mother's Day is the first day of National Women's Health Week, and the *Pick Your Path to Health* campaign is celebrating! African American women and Latinas—this is your chance to take a stand against heart disease and HIV. To find out what simple, manageable steps you can take to improve your health, contact the National Women's Health Information Center at 1-800-994-WOMAN, or log on to www.4woman.gov.

Creating and Using Press Releases

Press coverage is an integral part of spreading *Pick Your Path to Health's* messages to the community and to the public at large. In planning an event or activity, it is important to include the media as an essential part of the audience. *Pick Your Path to Health* provides an excellent opportunity to work with the media to highlight your organization's efforts.

To begin, develop a list of appropriate contacts for all types of media: radio, television, and newspapers. The media list should contain the name of the media outlet, as well as the reporter's name, address, phone number, fax number, and e-mail address.

What is a Press Release?

The press release is your basic tool for communicating with the media. Whether you are publicizing an upcoming event or drawing attention to an important issue related to the *Pick Your Path to Health* campaign, your release should stimulate interest. It should also be connected to something concrete that is happening in your area. Including a local angle to any story you are trying to place with the media greatly increases the likelihood of getting coverage.

If you prefer to develop your own release, begin with an attention-grabbing headline and fill the text with supporting details and a quote from someone in your organization or another local expert or activist. Press releases should be brief and easy to read. Keep the length to one or two pages. Also, include a date for the release and the name and phone number of a person the media can contact. You may find that somebody in your group has excellent writing or media experience and can help you with this and other media tasks.

When you have completed your release, check to be sure you have included the basics: the who, what, when, where, and why of the *Pick Your Path to Health*-related event or theme. This information should be in the first few paragraphs of your release. Then print the release on your letterhead and mail it 2 to 3 days ahead of the release date.

Fact Sheets and Background Materials

It is not always possible to include all of the information in a one-page letter or press release. In this case, you may want to include the fact sheet provided in Section I of this kit with your mailings, or you may develop other background materials.

Creating and Using Press Releases

For example, you might develop a one-page description of your organization and a list of experts who can speak about your specific *Pick Your Path To Health* theme.

Fact sheets can also serve to remind the press about the campaign's central theme—taking manageable steps to women's health—when related topics make the news in a local paper or TV station, or in a feature or style column. Fact sheets can also be used as the information basis of a poster, headline, or flyer.

Sample of a Press Release

FOR IMMEDIATE RELEASE

CONTACT: [INSERT SPOKESPERSON'S
NAME]
[INSERT DATE]
[INSERT NAME OF ORG.]
[INSERT TELEPHONE #]

[INSERT ORGANIZATION NAME] Joins
National Women's Health Campaign

Recognizing that women have multiple demands on their time and energy, often putting their own needs last on the "to-do" list, the [INSERT LOCAL ORGANIZATION] is joining a nationwide education campaign, *Pick Your Path to Health*, to help women lead healthier lives.

Pick Your Path to Health, a community-based program developed by the U.S. Department of Health and Human Services' Office on Women's Health encourages women to develop lasting good-health habits. Unlike other health programs that focus on single long-term goals such as losing weight or quitting smoking, *Pick Your Path to Health* suggests simple steps that can fit into any woman's hectic schedule. The campaign focuses on health disparities within different ethnic groups, particularly African American, Asian and Pacific Islander, American Indian and Alaska Native women, Latinas, women who live in rural areas, and women with disabilities.

In celebration of the campaign, [INSERT ORGANIZATION NAME] will be sponsoring the following event(s):

- [LIST EVENTS/ACTIVITIES WITH DATES, LOCATIONS, TIMES]

"All of us hear about exercise programs, weight management programs, and stress reduction classes, but finding the time and money to participate is difficult, especially for women," says [INSERT NAME AND TITLE OF OFFICIAL].

Creating and Using Press Releases

“*Pick Your Path to Health* focuses on simple, life-oriented steps such as taking the stairs instead of the elevator or taking 10 minutes alone in quiet time. These are practical and easy ways for women to improve their health—physically, spiritually, and emotionally,” **[INSERT LAST NAME OF OFFICIAL]** notes.

Risks and health requirements vary with lifestyle and circumstance, and women need to be informed so they can take actions to improve their own health. For example, heart disease is the number one killer for women in general, but for Asian and Pacific Islander women, cancer is the number one cause of death. Stroke is the third leading cause of death for American women, but it occurs at a higher rate among African American women and Latinas as compared with Caucasian women.

[INSERT ORGANIZATION NAME] is working with the Office on Women’s Health and other community partners to develop educational events for our area. More information about the *Pick Your Path to Health* campaign is available on the Web at www.4woman.gov/PYPATH or from the local offices of **[INSERT ORGANIZATION NAME]**.

Using Proclamations and Resolutions

Another way to bring recognition to your *Pick Your Path to Health* event is to get resolutions and proclamations at the local city or county level.

Local Proclamations

Ask a local official to issue a *Pick Your Path to Health* or *National Women's Health Week* proclamation in your city or community. To make it easier for the official and his or her ceremonial services staff, it helps for you to draft a proclamation and send it to them with a cover letter explaining the significance of *Pick Your Path to Health*. Indicate your interest in meeting with the official and request an appointment. For the signing, work with the official's staff to alert media. Arrange to have a photographer at the signing and distribute the photo to local papers. Be sure to display your proclamation at your *Pick Your Path to Health* events and reproduce it in newsletters and programs.

On the following pages are samples of a proclamation and resolution that you can use.

Using Proclamations and Resolutions

YOUR TOWN, USA

Proclamation

Whereas, National Women's Health Week was being initiated in the dawn of the new millennium by a coalition of public and private organizations dedicated to raising awareness of women's health issues;

Whereas, From that day forward National Women's Health Week has occurred in the spring with an annual celebration held the week following Mother's Day;

Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;

Whereas, National Women's Health Week celebrates the efforts of national and community organizations working with partners and volunteers to improve awareness of key women's health issues;

Whereas, [Your organization's name] has chosen [your city and state] to officially launch our local efforts.

Now, therefore, I, _____, Mayor of _____, on behalf of [Your organization's name], do hereby proclaim the week following Mother's Day—Sunday May ____ through Saturday May ____, 2005—to be

NATIONAL WOMEN'S HEALTH WEEK

In the _____, I urge all citizens to participate in the activities planned hereforth.

In testimony whereof, I have hereunto set my hand and caused to be affixed the Seal of _____, this ____ day of May 2005.

Mayor

City Clerk

Using Proclamations and Resolutions

YOUR TOWN, USA

Resolution

Whereas, National Women's Health Week was initiated in 2000 by an alliance of private organizations dedicated to raising awareness of women's health issues;

Whereas, The formal introduction of National Women's Health Week occurred in the spring of 2000 and began an annual, national celebration held the week before and following Mother's Day Sunday;

Whereas, National Women's Health Week is a celebration of women taking responsibility for their own health through greater knowledge and understanding;

Whereas, National Women's Health Week celebrates the efforts of local organizations working with partners and volunteers to improve awareness of key women's health issues; and

Whereas, [Your Organization's Name], a National Women's Health Week organization, has worked in the town of [Your Town's Name], USA, for ____ years/months.

Now, therefore, I, _____, Mayor of _____, on behalf of [Your organization's name], do hereby proclaim the week following Mother's Day—Sunday May __ through Saturday May __, 2005—to be

NATIONAL WOMEN'S HEALTH WEEK

In testimony whereof, I have hereunto set my hand and caused to be affixed the Seal of _____, this ____ day of May 2005.

Mayor

City Clerk

Using Talking Points

What are talking points and how are they used?

This kit provides national talking points, but you will want to create your own for local campaigns. Talking points are used primarily for interviews. The interviews might take place at a press conference during a question-and-answer session or at the end of a press conference during a one-on-one interview with a member of the media. These sessions typically come about in relation to the launch or announcement of a campaign.

Talking points can also be used by speechwriters, who may not be as familiar with the details of a campaign as those directly involved in it. They can help a speaker target statements to the language, perspectives, problems, and concerns of different audiences.

Sample Talking Points

Main Messages:

- This campaign was created both to address disparities among women of different ethnic groups and to provide workable health messages to all women.
- Health messages have long been too vague and overwhelming, and often are not realistic for women's busy lives.
- This campaign will help women take manageable actions to improve their health.

Supporting Points:

- Healthy People 2010 (the nation's agenda for health in the next decade) showed key health disparities between minority women and Caucasian women.
- African American women have a higher mortality rate from heart disease than all other groups of women.
- Alcoholism is more common among American Indian /Alaska Native women than among Caucasian women. The overall impact on American Indian / Alaska Native society has been devastating, with high rates of chronic liver disease, cirrhosis, and Fetal Alcohol Syndrome.

Using Talking Points

- Among women with AIDS, African Americans and Latinas account for more than three-fourths (77 percent) of all AIDS cases as of June 2001, even though they represent less than one-fourth of the U.S. population.
- Asian and Pacific Islander women are less likely to have preventive screenings for disease such as breast and cervical cancer, although cancer is the number one cause of death for Asian and Pacific Islanders.
- African American women are more than twice as likely as Caucasian women to die from breast cancer, and have the highest death rate from breast cancer of all population groups.
- Women tend to be the caretakers in our society—of children, spouses, parents, grandparents, friends and neighbors—often caring for others before themselves.
- This campaign offers health picks for each month to make it easy for women to incorporate simple steps into their busy lives, such as taking the stairs to increase their daily physical activity.

Monthly Themes:

January—Spirituality
February—Weight Management
March—Physical Activity
April—Alcohol
May—Mental Health
June—Responsible Sexual Behavior

July—Drug Abuse
August—Health Care Access
September—Prevention
October—Violence Prevention
November—Tobacco Use
December—Family

National Partners:

National partners contributing valuable time and effort to the campaign include the following: Association of Black Cardiologists, Inc., *Heart & Soul*, International Bottled Water Association, *La Salud Hispana*, National Association of Hispanic Publications, *Northwest Asian Weekly*, *Asian Fortune*, Spirit of Women, The Way of the Heart: The Promotora Institute, as well as many other organizations.

V. Materials and Resources

This section has additional health-related information and a listing of health programs and organizations to support your efforts. You can incorporate the information in your fact sheets, handouts, or talking points. The Annotated Health Resources List gives you the Web links and phone numbers to numerous organizations, including the Office on Women's Health, which have a wealth of educational information available online or that you can order.

Information on *Women's Health USA 2002*

Women's Health USA 2002 is a report on the health status of American women and major trends impacting their wellness. This page provides an overview of the report and ordering information.

Information on *Healthy People in Healthy Communities*

Healthy People in Healthy Communities, A Community Planning Guide Using Healthy People 2010 is a publication from the Office of Disease Prevention and Health Promotion that provides information about the steps involved in forming and running a healthy community coalition. This section provides a brief overview and information on how to download it from the Internet.

Annotated Health Resources List

This list contains phone and Web information for a variety of government-sponsored health programs and organizations that provide educational information and materials to the public. Many of the resources offer information in both Spanish and English and have documents posted online that are available to download for free.

Sample Pockets of Materials

In the back of this kit are insert pockets with samples of materials you can use in this campaign. They are:

- ❖ Materials order form (to use to order materials for your events)
- ❖ Flyer of all the 2004 planners available; a copy of the listserv cards that you can distribute so that women can sign up to receive weekly health tips by e-mail
- ❖ Campaign poster

Women's Health USA 2002

The U.S. Department of Health and Human Services Issues New Statistical Look at Women's Health

Women's Health USA 2002 is a new report that gives statistical information on the health status of America's women and shows the disproportionate impact that certain health conditions such as osteoporosis, asthma, diabetes, and lupus have on women.

"For the first time, we're giving people a single place to go to get a comprehensive look at the health status of women across the nation," HHS Secretary Tommy G. Thompson said. "It reflects our ongoing commitment not only to identifying trends in women's health but also to taking the right steps to improve their health in the future."

Compiled by HHS' Health Resources and Services Administration (HRSA), the report highlights current and historical data on some of the most pressing health challenges facing women and their families. Data are provided on health and health-related indicators in three categories: population characteristics, health status, and health services utilization. It shows that most U.S. women 40 years of age and older in 1998 had received a mammogram in the previous two years and a Pap smear in the previous three years. Black, non-Hispanic women (83 percent) were most likely to have reported receiving a Pap smear during that three-year period.

Other highlights from the report are:

- Women's life expectancy reached a new record in 2000—79.5 years. While Black females had the greatest life-expectancy gain (12.3 years) between 1950 and 2000, there was still a five-year difference in life expectancy between White (80 years) and Black (75 years) females.
- More U.S. women than ever before are getting prenatal care in their first trimester of pregnancy. In 2000, 83 percent received early prenatal care, up from 75 percent in 1989.
- In 2000, 10,459 AIDS cases were diagnosed in females aged 13 and older; 38 percent were exposed through heterosexual contact. Almost one-half of U.S. women under 45 have been tested for HIV.

TO GET COPIES:

- View and/or download and print copy from Web site:
<http://mchb.hrsa.gov/data/women.htm>
- Order free hard copies: call the HRSA Information Center (1-888-ASK-HRSA or visit the Center's Web site at <http://www.ask.hrsa.gov>).

Healthy People in Healthy Communities

The Office of Disease Prevention and Health Promotion, Office of Public Health and Science, Department of Health and Human Services has a planning guide that provides doable steps to forming a community coalition based on Healthy People 2010 goals.

Healthy People 2010 was developed by citizens from throughout the Nation, in a multiyear process that was coordinated by the U. S. Department of Health and Human Services (HHS). For two decades, HHS has used Healthy People objectives to improve the health of the American people. Healthy People 2010 is designed to achieve two overarching goals: (1) to increase the quality and years of healthy life and (2) to eliminate health disparities. (A health disparity is a gap in the health status of different groups of people in which one group is healthier than the other group or groups.) These two goals are supported by 467 objectives in 28 focus areas. Healthy People 2010 also identifies a smaller set of health priorities that reflects 10 major public health concerns in the United States. These 10 topics highlight individual behaviors, physical, social, and environmental factors, and important health system issues that greatly affect the health of individuals and communities. Examined together, they constitute a set of "Leading Health Indicators" that provides a snapshot of the Nation's health and serves to provide guidance and focus for the public, media, and elected officials.

Healthy People in Healthy Communities is a guide that takes the Healthy People 2010 goals and breaks them down into steps that can be implemented in any community. It covers strategies for creating a healthy community, how to assess community needs and put together an action plan, as well as how to get support for others in the community by partnering with local professionals and organizations.

This publication can be ordered in several ways:

Online

<http://bookstore.gpo.gov>

Phone:

202-512-1800

Fax:

Fax order forms taken from Web site to 202-512-2250

Mail:

Mail order forms to:

Superintendent of Documents

P. O. Box 371954

Pittsburgh, PA 15250-7954

Or download from the Internet at the link below:

<http://www.health.gov/healthypeople/Publications/HealthyCommunities2001/toc.htm>

Annotated Health Resources List

GENERAL INFORMATION

Consumer Information Center (CIC)

Phone: 719-948-4000

Web: www.pueblo.gsa.gov

Provides a quarterly catalogue of helpful Federal publications on a variety of topics, including nutrition, health, and exercise, that are available for free or a nominal fee.

Healthfinder

Phone: 1-800-336-4797

Web: www.healthfinder.gov

Features a health library reference section; special topics organized by age, ethnicity, and gender; health care information; and a directory of other reliable Web health-related resources.

National Women's Health Information Center (NWHIC)

Phone: 1-800-994-9662

TDD: 1-888-220-5446

Web: www.4woman.gov

Contains a comprehensive, searchable health information database and links to a broad range of diverse women's health topics (healthy pregnancy, disabilities, screening and immunization) and education campaigns, including the *Pick Your Path to Health* site.

WebMD

Web: www.Webmd.com

Offers a broad spectrum of medical, health and wellness, and consumer information, with links to related Web resources.

ALCOHOL AND DRUG ABUSE

Al-Anon Family Group Headquarters, Inc.

Phone: 1-888-425-2666

Web: www.al-anon.alateen.org

Offers information and local support group referrals for significant others in an alcoholic person's life, including spouses (Al-Anon) and children (Alateen).

Alcoholics Anonymous (AA) World Services, Inc.

Phone: 212-870-3400

Web: www.aa.org

Annotated Health Resources List

Provides information and local support group referrals for people seeking help with alcohol abuse. Local AA chapters may also be listed in your community telephone directory.

Narcotics Anonymous (NA) World Services, Inc.

Phone: 818-773-9999

Web: www.na.org

Offers information and local support group referrals for people seeking help with narcotics abuse. Local NA chapters may also be listed in your community telephone directory.

National Black Alcoholism Council (NBAC)

Phone: 202-296-2696

Provides information and referrals for individuals and families dealing with alcohol abuse.

National Clearinghouse for Alcohol and Drug Information (NCADI)

Phone: 1-800-729-6686

Spanish: 1-877-767-8432

TTY/TDD: 1-800-487-4889

Web: www.health.org

Disseminates publications and materials related to drug and alcohol use and operates a resource library that is open to the public.

National Council on Alcoholism and Drug Dependence, Inc. (NCADD)

Phone: 1-800-NCA-CALL (HOPE LINE)

Web: www.ncadd.org

Offers information and educational materials on alcoholism. Contact the HOPE LINE for phone numbers of local affiliates for treatment resources in your community.

National Institute on Alcohol Abuse and Alcoholism (NIAAA)

Phone: 301-443-3860

Web: www.niaaa.nih.gov

Offers information and educational materials on various aspects of alcoholism (underage drinking, consumption during pregnancy) and help for reducing use. Some materials are available in Spanish.

National Institute on Drug Abuse (NIDA)

Phone: 301-443-1124

Web: www.nida.nih.gov

Annotated Health Resources List

Contains research and educational materials related to drugs and their effect on the brain, a glossary of commonly used substances and their street names, and links to other drug-related Web resources.

DISABILITY RESOURCES

ADA Information Center for the Mid-Atlantic Region

Phone: 1-800-949-4232

Web: www.adainfo.org

Provides training, information, and technical assistance on the Americans with Disabilities Act (ADA) to businesses, consumers, and both State and local governments within the Mid-Atlantic Region (DC, DE, MD, PA, VA, WV).

Breast Health Access for Women with Disabilities

Phone: 510-204-4866

TDD 510-204-4574

Web: www.bhawd.org

Features information on an adaptive breast self-examination and links to other health-related Web sites designed for women with disabilities.

Center for Resources on Women with Disabilities (CROWD)

Phone: 1-800-44-CROWD

TDD: 713-960-0505

Web: www.bcm.tmc.edu/crowd/index.htm

Offers information, educational materials, links that focus on issues related to health, aging, civil rights, abuse, and independent living for women with disabilities.

National Center on Birth Defects and Developmental Disabilities

Phone: 770-488-7150

Web: www.cdc.gov/ncbddd

Contains fact sheets, journal article summaries, hot topics FAQ pages, and publications on the prevention, screening, and treatment of birth defects and developmental disabilities.

National Council on Disability (NCD)

Phone: 202-272-2004

TTY: 202-272-2074

Web: www.ncd.gov

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Offers information on disability-related civil rights, technical assistance, parent support organizations, and Social Security benefits, and an archive of press releases on relevant topics.

National Information Center for Children and Youth with Disabilities (NICHCY)

Phone/TTY: 1-800-695-0285

Web: www.nichcy.org

Provides technical assistance, referrals, and information on disabilities and disability-related issues, specifically topics of relevance for children and youth. Information regarding support for parents is also available. Bilingual (English/Spanish) staff are available to assist callers.

Social Security Administration (SSA)

Phone: 1-800-772-1213

TTY: 1-800-325-0778

Web: www.ssa.gov

Provides information on various disability benefits available through Social Security.

DISEASE PREVENTION

CDC National Immunization Program

Phone: 1-800-232-2522

Spanish: 1-800-232-0233

TTY: 1-800-243-7889

Web: www.cdc.gov/nip/default.htm

Contains immunization charts for children and adults; educational materials on vaccine safety; an illustrated, quick reference disease chart; and general information on the importance of proper immunization. Select information is available in Spanish.

CDC National Prevention Information Network

Phone: 1-800-458-5231

TTY: 1-800-243-7012

Web: www.cdcnpin.gov

Provides references, referrals, and information related to HIV/AIDS, sexually transmitted diseases (STDs), and tuberculosis (TB). All calls are confidential, and bilingual (Spanish/English) staff are available to assist callers.

Annotated Health Resources List

Food and Drug Administration (FDA) Office of Women's Health

Web: www.fda.gov/womens

Features materials from the FDA's *Take Time to Care* campaign for the effective management of diabetes and information about pregnancy registries to track the impact of medications taken during pregnancy.

National Cancer Institute (NCI) Information Service

Phone: 1-800-4-CANCER (422-6237)

TTY: 1-800-332-8615

Web: www.cancernet.nci.nih.gov

Provides information and free publications about cancer and related resources to the public. Spanish-speaking staff members are available to assist callers.

National Center for Chronic Disease Prevention and Health Promotion (NCCDPHP)

Phone: 770-488-5080

Web: www.cdc.gov/nccdphp/nccdhome.htm

Features chronic disease prevention and promotion information, materials, and referrals to the public. Resources include bibliographic databases focusing on health promotion program information for topics including cancer prevention and prenatal smoking cessation.

National Diabetes Information Clearinghouse

Phone: 1-800-860-8747

Web: www.niddk.nih.gov/health/diabetes/diabetes.htm

Provides referrals, patient education materials, and other publications related to diabetes, and responds to telephone and e-mail inquiries.

National Digestive Diseases Information Clearinghouse

Phone: 1-800-891-8389

Web: www.niddk.nih.gov

Offers referrals, patient education materials, and other publications related to digestive diseases, and responds to telephone and e-mail inquiries.

National Heart, Lung, and Blood Institute Information Center

Phone: 1-800-575-WELL (9355)

Web: www.nhlbi.nih.gov

Presents information and educational materials on cardiovascular health and disease prevention.

Annotated Health Resources List

National Institute of Allergy and Infectious Diseases (NIAID)

Phone: 301-496-5717

Web: www.niaid.nih.gov

Provides referrals and comprehensive health information on allergies, asthma, and a broad spectrum of infectious diseases, including hepatitis, HIV/AIDS, Lyme disease, sexually transmitted diseases, and tuberculosis. Materials may be downloaded or ordered online or via mail.

NIH Osteoporosis and Related Bone Diseases National Resource Center

Phone: 1-800-624-BONE (2663)

TTY: 202-466-4315

Web: www.osteoporosis.org

Offers resources and information to the public on osteoporosis and other metabolic bone diseases. Information is targeted to at-risk populations: the elderly, men, women, and adolescents.

FAMILY ASSISTANCE

National Clearinghouse on Families & Youth

Phone: 1-800-424-2246

Web: www.ncfy.gov

Contains an event calendar and links to resources for services and information on issues of interest to youth and families.

Childhelp USA

National Child Abuse Hotline: 1-800-4-A-CHILD (422-4453)

National Child Abuse Hotline (TTY): 1-800-2-A-CHILD (222-4453)

Web: www.childhelpusa.org

Contains resources dedicated to the child abuse prevention and intervention, including a fact sheet, guidelines and state reporting contacts, and links to local support services.

Eldercare Locator

Phone: 1-800-677-1116

Web: www.eldercare.gov

Provides referrals to local resources for seniors, and links for caregivers on accessing support and health information.

National Center for Missing and Exploited Children

Phone: 1-800-THE-LOST (843-5678)

Web: www.ncmec.org

Annotated Health Resources List

Features educational resources and child safety publications that are available to download in both English and Spanish, photographs of missing children, and telephone and online for reporting or providing assistance with a missing child search.

HEALTH CARE ACCESS

Bureau of Primary Health Care

Phone: 301-594-4490

Web: www.bphc.hrsa.gov

Contains a searchable database of county-level community health indicators and a community health care service locator.

CDC's Division of Cancer Prevention and Control

Phone: 1-888-842-6355

Web: www.cdc.gov/cancer

Provides general information, materials, and news on the prevention and control of a variety of cancers, and features links to specific campaigns, such as *Screen for Life: National Colorectal Cancer Action Campaign* and *National Breast and Cervical Cancer Early Detection Program*.

Centers for Medicare and Medicaid Services

Phone: 1-877-267-2323

TTY: 310-786-0727

Web: www.cms.gov

Contains consumer information on Medicaid, Medicare, and SCHIP eligibility criteria, benefits, and state contacts.

DHHS' Insure Kids Now

Phone: 1-800-543-7669

Web: www.insurekidsnow.gov

Provides state-specific information on SCHIP eligibility criteria, benefits, and contacts.

Food and Drug Administration (FDA)

Web: www.fda.gov/cdrh/mammography

Features educational materials and a database of certified mammography providers searchable by zip code. Publications include a brochure, *Mammography Today: Questions and Answers for Patients on Being Informed Consumers*, that is formatted for download.

Annotated Health Resources List

National Cancer Institute (NCI) Information Service

Phone: 1-800-4-CANCER (422-6237)

TTY: 1-800-332-8615

Web: www.cancernet.nci.nih.gov

Provides information and free publications about cancer and related resources to the public. Spanish-speaking staff members are available to assist callers.

National Center for Complementary and Alternative Medicine (NCCAM) Information Clearinghouse

Phone: 1-888-644-6226

TTY: 1-866-464-3615

Web: www.nccam.nih.gov

Offers fact sheets and publications on various topics in complementary and alternative medicine. Bilingual (Spanish/English) staff are available to assist callers. Fact sheets and other information can be sent via fax.

Social Security Administration (SSA)

Phone: 1-800-772-1213

TTY: 1-800-325-0778

Web: www.ssa.gov

Features information about and online registration for retirement, disability, and spouses' benefits. Materials are available in English and 16 other languages.

MENTAL HEALTH

National Mental Health Information Center-Knowledge Exchange Network

Phone: 1-800-789-2647

TDD: 1-866-889-2647

Web: www.mentalhealth.org

Contains a database of fact sheets, educational materials, and links to other resources, searchable by topic. State resource guides listing local mental health services and advocacy organizations are available for download.

National Institute of Mental Health (NIMH)

Phone: 301-443-4513

Web: www.nimh.nih.gov

Contains fact sheets, summaries, brochures educational materials under the "Public" tab for general use. Publications are available for order by phone.

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MINORITY HEALTH

Indian Health Service (IHS)

Phone: 301-443-3593

Web: www.ihs.gov

The Indian Health Service provides a comprehensive health services delivery system for American Indians and Alaska Natives with opportunity for maximum tribal involvement in developing and managing programs to meet their health needs. The Web site details all the programs and initiatives under this office and resources for the American Indian and Alaska Native population.

National Alliance for Hispanic Health

Phone: 866-SU-FAMILIA (helpline)

Web: www.hispanichealth.org

The oldest and largest network of health and human service providers servicing over 10 million Hispanic consumers throughout the United States. The Web site highlights a variety of publications for both consumers and health care providers, and provides links to other health-related Web sites.

Office of Minority Health

Phone: 1-800-444-6472

TDD: 301-230-7199

Web: www.omhrc.gov

Contains information on a broad range of minority health issues; responds to information requests from the public and provides referrals to local technical assistance resources. English and Spanish-speaking staff are available to assist callers.

NUTRITION, WEIGHT CONTROL, AND PHYSICAL ACTIVITY

American Dietetic Association

Phone: 1-800-877-1600

Web: www.eatright.org

Features information to promote healthful eating habits. The Healthy Lifestyle section contains an archive of Daily Nutrition and Healthy Lifestyle tips, Nutrition Fact sheets, and other useful materials.

Center for Nutrition Policy and Promotion

Phone: 703-305-7600

Web: www.usda.gov/cnpp

Annotated Health Resources List

Provides information on dietary guidelines, the Food Pyramid, and recipes and tips for thrifty and healthy meals.

National Heart, Lung, and Blood Institute Information Center

Phone: 1-800-575-WELL (9355)

Web: www.nhlbi.nih.gov

Presents information and educational materials on cardiovascular health and disease prevention.

National Institute of Diabetes and Digestive and Kidney Diseases—Weight-Control Information Network (WIN)

Phone: 1-877-946-4627

Web: www.niddk.nih.gov/health/nutrit/nutrit.htm

Contains information on nutrition, weight control, and obesity. The site also contains materials pertaining to the *Sisters Together: Move More, Eat Better* campaign which was designed to encourage African American women to maintain a healthy weight through physical activity and nutrition.

The President's Council on Physical Fitness and Sports

Phone: 202-690-9000

Web: www.fitness.gov

Offers exercise and physical fitness educational materials, and provides technical assistance with program design and implementation.

USDA's Food and Nutrition Information Center

Phone: 301-504-5719

TTY: 301-504-6856

Web: www.nal.usda.gov/fnic

Offers information on food and nutrition, and links to resource lists, databases, and other related Web sites.

RESPONSIBLE SEXUAL BEHAVIOR

American College of Obstetricians and Gynecologists

Phone: 1-800-762-2264

Web: www.acog.org

Contains a searchable database of patient education materials on a range of women's health issues that may be ordered by phone or online.

March of Dimes

Phone: 1-888-MODIMES

Annotated Health Resources List

Web: www.modimes.org

Spanish: www.nacersano.org

Offers a pre-pregnancy checklist to help women assess their readiness for motherhood, suggestions for talking with your partner, tips for a healthy pregnancy, nutritional information, and *Mama* magazine (in both English and Spanish language versions). The Spanish language Web site and magazine is intended to focus on the specific needs of Latinas.

CDC's National Center for HIV, STD and TB Prevention

STD Hotline: 1-800-227-8922

HIV/AIDS Hotline: 1-800-342-AIDS (2437)

HIV/AIDS Spanish: 1-800-344-7432

HIV/AIDS TTY: 1-800-243-7889

Web: www.cdc.gov/nchstp/od/nchstp.htm

Provides sexual health information, referrals to local reproductive health services, and links to educational sites. The 24-hour hotline is available to answer questions on testing, treatment, and prevention.

National Institute of Allergy and Infectious Diseases (NIAID)

Phone: 301-496-5717

Web: www.niaid.nih.gov

Provides referrals and comprehensive health information on a broad spectrum of infectious diseases, including HIV/AIDS and sexually transmitted diseases (STDs). Materials may be downloaded or ordered online or via mail.

National Institute of Child Health and Human Development

Phone: 1-800-370-2943

Web: www.nichd.nih.gov

Contains a searchable database of publications on subjects, ranging from acute perinatal asphyxia to women's health, available to download or order.

National Maternal and Child Health Clearinghouse

Phone: 1-800-434-4MCH

Web: www.nmchc.org

Provides educational materials and technical assistance on subjects including pregnancy, infant, child, and adolescent health, and nutrition.

RURAL RESOURCES

National Organization of State Offices of Rural Health (NOSORH)

Phone: 785-296-1200

Annotated Health Resources List

Web: www.ruralcenter.org/nosorh/default.htm

Contains contact information and some Web links to the Office of Rural Health for each state.

HRSA's Office of Rural Health Policy (ORHP)

Phone: 301-443-0835

Web: www.ruralhealth.hrsa.gov

Provides full-text documents on topics pertaining to rural health, including CHIP enrollment of low-income children, emergency preparedness, domestic violence, physician shortages, and rural health networks. Also offers links to other related sites.

Rural Information Center Health Service (RICHS)

Phone: 1-800-633-7701

TDD: 301-504-6856

Web: www.nal.usda.gov/ric/richs

Provides referrals, information, and publications on a range of rural health issues.

Violence Against Women—Office of Rural Domestic Violence

Phone: 202-307-6026

Web: www.ojp.usdoj.gov/vawo/about.htm

Features the *Toolkit to Prevent Violence Against Women*, which contains information and materials for community-based organizations and health providers, and links to online domestic violence resources and publications focusing on sexual assault.

TOBACCO USE

CDC's Office on Smoking and Health

Phone: 770-488-5705

Web: www.cdc.gov/tobacco

Posts the annual Surgeon General's Report on Smoking and Health, as well as health information related to tobacco use. Topics include smoking cessation, secondhand smoke, and potential impact of tobacco use during pregnancy.

NWHIC-Breath of Fresh Air

Phone: 1-800-994-WOMAN (9662)

Web: www.4woman.gov/QuitSmoking/index.cfm

Annotated Health Resources List

Features the Surgeon General's Report, reasons and methods for smoking cessation, and special sections targeting parents and teens. Information is also available in Spanish.

VIOLENCE PREVENTION

Childhelp USA

National Child Abuse Hotline: 1-800-4-A-CHILD (422-4453)

National Child Abuse Hotline (TTY): 1-800-2-A-CHILD (222-4453)

Web: www.childhelpusa.org

Contains resources dedicated to child abuse prevention and intervention, including a fact sheet, state reporting guidelines and contacts, and links to local support services.

National Center for Victims of Crime

Phone: 1-800-FYI-CALL (394-2255)

Web: www.ncvc.org

Features a wide range of resources, including information on policy, legislation, victim services, and online library; the site also includes a link to the Stalking Resource Center.

National Domestic Violence Hotline

Phone: 1-800-799-SAFE (7233)

TDD: 1-800-787-3224

Web: www.ndvh.org

Provides a national hotline number, local contact numbers, resource links, and information on domestic violence for teens, adults, victims, and abusers. This site also offers instructions to visitors on removing the Web address from their browser history to keep others from knowing they have visited the site.

Violence Against Women Office—Office of Rural Domestic Violence

Phone: 202-307-6026

TTY: 202-307-2277

Web: www.ojp.usdoj.gov/vawo/about.htm

Features the *Toolkit to Prevent Violence Against Women*, which contains information and materials for community-based organizations and health providers, and links to online domestic violence resources and publications focusing on sexual assault.